AUGUST 9-15, 1953

VOLUME 5 NUMBER 32

EDITOR: Jerry Leichter
ASSOC EDS: David B. Graham
Alvin Sullum

Ross Reports ON TELEVISION

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sun(9)

ABC - 7:30-8:30pm; HIGHLIGHT; World Championship of Golf; from WBKB(Chicago) to the net. Sponsor - Co-op (Florsheim Shoe Co. thru Gordon Best Co. in Chicago, Detroit and New York). Dir - Doug Gabrielle. Tom Duggan will describe the action of the competition for $25,000 first prize money and the resultant presentation of awards. The world championship tourney is conducted by George S. May at the Tam O'Shanter course in Chicago.

Fri(14)

DuM - 9:30pm-end of game; HIGHLIGHT; All-Star Football Game; from WGN-TV(Chi), 74 stations live; Sponsor - Admiral Corporation thru Erwin, Wasey; Agcy Superv - Mike Levin; Prod - DuMont; Dir - Don Cooke. Presented under the auspices of the Chicago Tribune Charities, Inc., game will be the 20th annual clash between the College All-Stars, a select group of college players either already graduated or having used up their eligibility, and the National Professional Football League champions (the Detroit Lions).

Sat(15)

CBS - 9-9:30pm; NETWORK CHANGE; Two for the Money; from WCBS-TV(NY), 40 stations live, 40 kine (approx); Sponsor - P. Lorillard Co. (Old Gold Cigarettes) thru Lennen & Newell. Pkgr - Goodson-Todman; Exec Prod - Gil Fates; Assoc Prod & Dir - Jerome Schnur; Music Dir - Milton De Lugg; Writers - Norman Barasch, Carroll Moore, Roy Kammermann. Herb Shriner stars on audience participation quiz, with Dr. Mason Gross, Provost and Professor of Philosophy at Rutgers University, appearing on the show to judge the correctness of the contestants' answers. Formerly seen on NBC-TV (Tuesdays 10-10:30pm), the sponsor is keeping the NBC-TV slot for the new Fred Allen program, Judge For Yourself, which debuts August 18th. Meet Millie moves to 9:30-10pm, replacing Bank on the Stars, which has been dropped from the schedule.

NETWORK SPONSOR ACTIVITY

MUTUAL BENEFIT HEALTH & ACCIDENT ASSOCIATION OF OMAHA thru Bozell & Jacobs, will sponsor the opening quarter-hour portion of Arthur Godfrey Time(CBS-TV Mon & Wed 10-11:30am & Tue & Thu 10-11:15am) on an alternate basis for eight weeks, effective immediately. International Cellucotton(Kleenex) is the alternate sponsor.

Copyright 1953 by Television Index, Inc.

Ross Reports on Television, service subscription rates (U. S., Canada, Mexico): $110 per year (or $30 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates.

Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming, talent movements, commercial activity; annual industry directories; periodic reports on special aspects of television.

LOCAL STATION ACTIVITY

WABD(Ch 5)
New York City

- House Detective; ADD TIME Aug 5; Sun 10-10:30am & Wed 7:30-8pm. Sponsor - TV Home Guild Agency thru George W. Hayman Co. Prod - Cy Newman; Dir - Robert E. Thompson. Cy Newman stars, endeavoring to find home for viewers, with Evelyn Newman featured for the woman's viewpoint, and guests from building and allied fields. Formerly was seen in the Sunday time slot only.

WPIX(Ch 11)
NY

- Let's Drive; DEBUT July 21;; Tue 7:30-8pm. Sustaining. Prod - Lou Florence; Dir - Freddie Bartholomew. Kevin Kennedy MC's program, presented in cooperation with the American Automobile Association, giving suggestions on places to go, mileage, route information, safety factors and care of automobiles.

WNBQ(Ch 5)
Chicago

- Chicago Downs Harness Racing; ADD SPONSOR Aug 8; Thu 11-11:45pmCT; Sponsor - North Park Sales and Service, Inc. (auto dealer) thru Sander Rodkin.

KNBH(Ch 4)
Hollywood

- The Harry Babbitt Show; DEBUT Aug 4; Tue 7-7:30pm. Sponsor - Southern California Whiterock Bottlers. Babbitt stars in new talent show, with a representative family invited to judge talent appearing on the program. Bill Wardel and trio will supply musical accompaniment.

This Is Your Music; TITLE CHANGE Aug 9; Sun 10:30-11pm. Sponsor - Pacific Telephone Co. thru BBD&O. Pkgr-Prod - Jack Douglas; Dir - Thomas V. Balcher. Helen Parrish stars on program formerly called It's A Good Idea, with musician Paul Nero and his sextette and singers Kathryn Steele and Keith Carver. Top guest stars appear as well. A kinescope of the program is released later in San Francisco (KPIX) and Seattle (KING-TV).

KNXT(Ch 2)
Los Angeles

Palladium Party; NEW TIME Aug 1; Sat 12M-1:30am. Musical program formerly originated in KNXT Studios, and with new time, will be seen from the Palladium. Featured on the first program in new time period were Jerry Gray and his orchestra, and vocalists Linda Lee and Ronnie Deauville.

Talent Parade; DEBUT Aug 7; Fri 7-7:30pm. Sponsor - Wilshire Club Beverages(Globe Bottling Co) thru Factor-Breyer. Pkgr-Prod-MC - Gladys Rubens; Dir - Bill Alcine. Miss Ruben presents talented amateurs who compete for prizes and a return engagement.

Cavalcade of Books; RETURN Aug 16; Sun (no time announced); Sponsor - Book Publishers of America thru Jack Case Agency. Pkgr-Prod - Jack and Frances Case. Format of program features introduction of new books and interviews with authors, with Georgiana Hardy and Everett Noonan as program regulars.

Dusty Walker Show; DEBUT Aug 17; Mon thru Fri 4:45-5pm. Sponsor - Stokely-VanCamp thru Kelso Norman Agcy (San Francisco); Tue thru Fri only. Dusty Walker stars in daytime program.

[illegible]

[illegible]

[illegible]

FILM REPORT

DUFFY'S TAVERN TV SERIES SIGNED BY MOTION PICTURES FOR TELEVISION. Hal Roach, Jr. is producing the Ed Gardner series for MPTV, with 39 subjects a year for three years presently contracted for. Each film will be budgeted at $45,000. Current plan is to sell the series on a local and regional market basis only, marking the first time that a package of this calibre will be available to other than national advertisers on such a basis. Currently in production in Hollywood, the subjects are being filmed both in black and white and in color. The William Morris Agency represented Gardner in the deal.

NEW FILM SALES: CBS-TV Sales added $250,000 to its coffers with the sale of "Linkletter and the Kids" to Kasco Dog Foods for seven markets; "Amos 'n' Andy" to Nalley's Salad Dressing Co. for 11 markets and "Crown Theatre" in four markets..... ....Screen Gems has sold "Your All-Star Theater" in a total of 37 markets, with one of its most recent contracts calling for run and re-run of the 39 half-hour programs on ten stations of the Rocky Mountain Broadcasting System TV Network.....Consolidated Television Sales have sold their Station Starter Plan to 6 stations; "All American Game of the Week" to 4 stations; "Crusader Rabbit" to 2 stations and "Front Page Detective" and "Ringside With the Rasslers" to one station each.

FILM BRIEFS: James Neilsen and Ted Post have been signed by Screen Gems to direct "Ford Theatre" films when the dramatic series resumes production August 10th. Both have worked for the Columbia TV subsidiary before, with Post also having directed "Schlitz Playhouse" programs recently.....Eva Gabor has been signed by Ely Landau, Inc. to appear in an untitled TV series to be filmed in New York and California. David Wear will be in charge of production.

RATINGS DIGEST

HOOPERADE OF TV STARS FOR JULY lists I Love Lucy as first in five of six cities (NY, Chicago, Los Angeles, Philadelphia & Detroit), and third in Boston, where Talent Scouts took first. In second place in the six cities were: Dragnet (LA, Boston & Detroit), Talent Scouts (NY & Phila) and What's My Line (Chicago & tied Detroit). In third place were Toast of the Town, with Tony Martin (NY), Dragnet (Chicago), The Best of Groucho (LA), What's My Line (Phila) and Talent Scouts (Detroit).

NATIONAL NIELSEN RATINGS FOR TWO WEEKS ENDING July 11:

	Homes (000)		% Homes
I Love Lucy	10,794	I Love Lucy	45.9
Racket Squad	9,184	Racket Squad	40.9
Dragnet	8,212	Dragnet	37.4
Robert Montgomery Presents	7,714	Westinghouse Summer Theater	36.5
Godfrey&Friends(Chstrflds)	7,591	Godfrey&Friends(Chesterfields)	34.4
Pabst Blue Ribbon Bouts	7,547	Pabst Blue Ribbon Bouts	33.1
Westinghouse Theater	7,394	Ford Theater	33.0
Ford Theater	7,043	Robert Montgomery Presents	32.6
Best of Groucho	6,827	What's My Line	32.0
Godfrey & Friends(Toni)	6,670	Talent Scouts	31.4

NEWS & COMMENT

WESTINGHOUSE RADIO SPLITTING NEW ENGLAND operations, with Boston AM and TV stations getting separate managers starting August 17. E. C. Swartley continues as manager of WBZ-TV while Paul E. Mills comes in from Westinghouse's WOWO as manager of WBZ. Other operating units will also split into related radio or TV units where prac-

tical.....Francis Coughlin signed to exclusive five year contract by WGN, firming up his 20-year association with the Chicago radio and TV stations as script and continuity writer. He is currently best known as a panelist on DuMont's "Down You Go" panel show.....Paul Gilbert and Eddie Foy, Jr., signed to seven and six year talent contracts, respectively, by NBC-TV. Both have been show-cased on the "Saturday Night Revue," the Hoagy Carmichael revue out of Hollywood.....KNXT, CBS-TV Hollywood outlet, will make available to educational television channels throughout the United States, kinescopes of lectures presented by Dr. Frank C. Baxter as a full credit course in Shakespeare. The first educational showing is expected to be on Channel 28, LA station scheduled to begin operating this fall. Dr. Baxter is on the faculty of the University of Southern California.

CLOSED CIRCUIT NOTES: "Excursion," the junior "Omnibus," will use original musicals in key spots in its half-hour series this Fall. Alan Jay Lerner, Arthur Schwartz and Harold Rome are reportedly set for full half-hour originals thus far.....CBS sent through a "Must" change from "Pentagon Confidential" to "Pentagon U.S.A." to stations for the title of its new C.I.D. suspense series which debuted Thursday (6). A legal fight on rights to "Confidential" forced the switch. First show was a successful blending of live and film action although overly melodramatic.....Young performers are currently on the up-beat as future stars, with NBC most active recent signer of youthful talent. "Saturday Night Revue" out of Hollywood has been an effective show case for NBC's new talent, although most made TV debuts in East during the past season. George Gobel, Helen Halpin and Paul Gilbert are among the good new acts, while kid stars include Ricky Vera and Gayla Peevey. ABC is spotlighting Joel Grey and Sammy Davis, Jr., each of whom got first good notices guesting on NBC variety shows.....ABC will be situation comedy network if all announced plans for new star packages jell. "Racket Squad" appears to be the only mystery show in the Fall lineup, outside of those incidental to the Revue Films packages currently on the net.

NEW STATION AFFILIATIONS: To ABC-TV: WHIZ-TV(Ch 50), Zanesville, O.,owned by Southeastern Ohio Television System, Vernon A. Nolte, Gen.Mgr; WISE-TV(Ch 62), Asheville, N.C., owned by WISE, Inc., Harold Thoms, Gen.Mgr; WTAC-TV(Ch 16), Flint, Mich., owned by Trendle-Campbell Broadcasting Co.,Jon McKinley, Gen.Mgr; WGEM-TV(Ch 10), Quincy, Ill., owned by Quincy Broadcasting Co.,Joseph S. Bonansinga, Gen.Mgr; WKLO-TV (Ch 21), Louisville, Ky.,owned by Mid-America Broadcasting Corp.,Joe Eaton, Gen.Mgr; WPMT-TV(Ch 53), Portland, Me.,owned by Portland Telecasting Corp.,Frank S. Hoy, Gen. Mgr; WOKY-TV(Ch 19), Milwaukee, Wis.,owned by Bartell Broadcasting Corp.,Zinn Arthur, Dir. of TV Operations; KCJB(Ch 13), Minot, N.Dak.,owned by North Dakota Broadcasting Co.,William Hurley, Gen.Mgr;KKOAT-TV(Ch 7), Albuquerque, N.Mex, owned by Alvarado Broadcasting Co.,Philip G. Hoffman, Gen.Mgr; KOMU-TV(Ch 8), Columbia, Mo.,owned by Curators of the University of Missouri, George J. Kapel, Station Mgr; WHEC-TV and WVET-TV, Rochester, NY, both sharing Channel 10, with Glover DeLaney Gen.Mgr. of WHEC-TV, and Erbin Lyke Gen. Mgr. of WVET-TV.

PERSONNEL CHANGES: Theodore A. Ayers has joined the Washington staff of CBS Television News and Public Affairs as a producer.....Reavis Winckler has resigned as Director of Public Relations for Filmcraft Productions, Hollywood, to become Director of Publicity for Station KTTV, Los Angeles.....I. E. Showermen has resigned as vice president of TelePrompTer to join the sales department of Ziv Television Programs, NY. .....Frank Samuels has been named head of the West Coast office of CBS Television Network sales. He recently resigned from the William Morris Agency in Hollywood..... Adrien B. Rodner has been named program manager of WABC-TV, New York. Prior to joining the ABC-TV key station, Rodner was president and executive producer of Television Advertising Productions.....Arthur Gray, Jr. has been named president and general manager of Michael Myerberg Productions, New York TV and motion picture film producers. He was formerly associated with Kuhn, Loeb & Co., NY banking firm, and during the recent presidential campaign, he was in charge of special events for "Citziens for Eisenhower."

[illegible]

PROGRAM	NET TIME	TALENT ROSTER

Most of the shows on August 7, 8, 9 were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, August 14. Script identifications used are: original (O), adaptation (A), staff-written (SW), staff-directed (SD). Performers are identified as singer (S), dancer (D), comic (C), musician (M).

FRIDAY AUGUST 7

The Goldbergs (Gertrude Berg)	NBC 8pm	regulars & Menasha Skulnik; (SW & SD)
Guide Right (Don Russell)	DuM 8:30	Mary Small (S), Ray Eberle (S), Ray Anthony (M), Margie Duncan (D)
Gulf Playhouse First Person	NBC 8:30	August Heat - (O) by W. F. Harvey, (A) by Nelson Olmset; with Francis L. Sullivan, Nelson Olmsted, Gwilym Williams, Charles Dudley, Adnia Rice; (SD)
Doorway to Danger (Stacy Harris & Raymond Bramley)	NBC 9pm	(SW) by Harry Junkin; with Jan Miner, Blair Davies, William Kemp, Lillian Udvardy, Raymond Van Sickle, Doug McLean, James Rafferty; (SD)

SATURDAY AUGUST 8

Rod Brown of the Rocket Rangers	CBS 11:30am	regulars & Jack Carron, Allen Nourse, Richard Newton; (SW & SD)
Stork Club (Sherman Billingsley)	CBS 7pm	Betty Ann Grove (S), Bill Tabbert (S), Jack Kelly (M), Charles Coburn, John Scarne (magic)
My Son, Jeep (Jefffrey Lynn)	NBC 7:30	regulars & John Connaughton; (SW & SD)
Sammy Kaye	NBC 8pm	Felicia Sanders (S); (SW) by Rus Beggs & Jack Raymond; (SD) (PREMIERE OF NEW SERIES)
Larry Storch	CBS 8pm	Monica Lewis (S), Arnold Stang, Milton Frome, Jim Nolan, Bill Lally, George Kilroy, Joey Ross;(SW,SW)
Let's Go Bowling	DuM 8:30	kill: Bill Silbert, MC; add: Fred Scott instead
Sat. Night Revue (Hoagy Carmichael)	NBC 9pm	David Rose & Orch., Eddie Foy, Jr. (C), Sara Berner (C), Paul Gilbert & Dave Barry (both C), Gayla Peevey (S), Ricky Vera (S), Tony Bavaar (S), Rafael Mendes, the Marquis Family, the Dupree Trio (SW & SD, FROM H'WOOD)
Medallion Theatre	CBS 10pm	Mrs. Union Station - (O) by Doug Welch, (A) by Frank De Felitta; with June Havoc, Scott McKay, Richard Carlyle, Zamah Cunningham, Earl Montgomery, Louis Nye, Lucille Patton, Morton Stevens, Philip Truex; (SD)

SUNDAY AUGUST 9

Operation Neptune	NBC 7pm	regulars & Sydney Smith; (SW & SD)
Toast of the Town (Ed Sullivan)	CBS 8pm	Polly Bergen (S), Jimmy Boyd (S), Bobby Brandt (D), Pierro Brothers (acro-D)

[illegible]

SUNDAY AUGUST 9 (Cont'd)

Rocky King, Detective (Roscoe Karns & Earl Hammond)	DuM 9:00	The Best of References - (O) by Jim Beach; with Jean Carson, Katherine Raht, Mort Marshall, Norman Keith, Alan North; (SD)
Plainclothes Man (Ken Lynch)	DuM 9:30	Chain Action - (O) by Vera Caliste; with Al Hopson, Rusty Arden, Dennis Bohan, Aileen Ryan; (SD)
Arthur Murray Party (Kathryn Murray)	CBS 9:30	Rudy Vallee, guest MC, replacing Kathryn Murray; Jimmy Nelson (ventriloquist), the Stuart Morgan Dancers; add: June Hutton (S)
Wonderful John Acton (Harry Holcombe)	NBC 10pm	(SW) by William Kendall Clarke; with regulars & Roger Sullivan, Douglas Rodgers, Nancy Devlin; (SD) (SEEN ON WNBT ON MONDAY AUGUST 17 7-7:30pm)
The Web	CBS 10pm	Death Sentence - (O) by Art Wallace; with Eric Dressler, Charles Nolte, Beverly Whitney, Norman Sturgis, Mark Allen; (SD) by Herb Hirschman

MONDAY AUGUST 10

Talent Patrol	ABC 8pm	Barbara Britton replaces Arlene Francis as MC this date only
Voice of Firestone	NBC 8:30	Nadine Conner (S)
Robert Montgomery	NBC 9:30	Red Robin Rides Again - (O) by Robert J. Shaw; with summer stock regulars & Evelyn Varden, Marshall Thompson; Dir by Carl Frank
Westinghouse Studio One Summer Theatre	CBS 10pm	Flowers from a Stranger - (O) by Dorothee Carousso, (A) by Worthington Miner, (2nd A) by Jack Finke; with Richard Kiley, Everett Sloane, Katharine Balfour, Abby Lewis, Kay Medford, Elaine Ellis, Martin Brooks, Herbert Patterson, Helen Windsor, Virginia McGuire, Mark Wilson, Richard Bull; Dir by Judson Whiting (Script done 5/29/49 & 2/13/50)
Adolphe Menjou's Favorite Story	WNBT 10:30	The Gold Bug - (O) by Edgar Allan Poe, (A-SW); with Neville Brand, Lloyd Corrigan, Daniel White, Noreen Nash, Jester Hairston (Repeat of film shown on 1/25/53)

TUESDAY AUGUST 11

Revlon Mirror Theatre	NBC 8pm	The Happy Tingle - (O) by George Axelrod; with Ralph Meeker, Eva Marie Saint, Oliver Thorndike, Pat Smith; (SD)
Anyone Can Win	CBS 9pm	Laraine Day, Wendy Barrie, Jackie Cooper
Suspense	CBS 9:30	Point Blank - (O) by Ben Radin; with Chester Morris Janis Carter, Bruno Wick, Russell Hardie, Royal Dano, Kip McArdle; (SD)
Danger	CBS 10pm	Cookie's Tour - (O) by Stanley Niss; with Jackie Miles, Leonard Bell, Jim Nolan, Ziska Coles, Gerald Milton, Dan Morgan, Robert P. Lieb, John C. Becher, Ralph Hertz, Tom Gorman, Edith King; (SD)

WEDNESDAY AUGUST 12

A Date With Judy	ABC 7:30	regulars & Donald Keyes, Edythe Wood; (SW & SD)
Scott Music Hall (Patti Page)	NBC 8:30	Don Cornell (S), Hilltoppers (S): Billy Vaughn, Jimmy Sacca, Seymour Spiegelman, Don McGuire
Kraft TV Theatre	NBC 9pm	Day of the Vision - (O) by Edward J. Kirschbaum; Ilka Chase, John McGovern, Harry Townes, Jack Arthur, Katharine Bard, Perry Wilson, John Alexander, Isobel Price, Bart Burns, Chester Stratton, Orson Bean, Frank Thomas, Gene Leonard; (SD) by Stanley Quinn
Douglas Fairbanks	WNBT 10:30	Little Brother - originally scheduled for 7/1/53; see Vol. 5 No. 26, Page 9 for credits listing. (For the record, film on that date was Emerald Green - (O) by Paul Vincent Carroll; with Tommy Dugan, Sean Barrett, Fred Johnson

THURSDAY AUGUST 13

Chance of a Lifetime (Dennis James)	ABC 8:30	Billy Williams Quartet (S): Eugene Dixon, Claude Riddick, John Bell, Billy Williams
Four Star Playhouse	CBS 8:30	Sound Off, My Love - rerun of film originally shown on 2/12/53 (See Vol. 5 No. 6, Page 11)
Lux Video Theatre	CBS 9pm	The Lovely Day - with Ann Sheridan, Robert Paige, Sandy Desher, Tom Powers, Scatman Crothers (FILM)
Take a Guess (John K. M. McCaffery)	CBS 8pm	kill: Margaret Lindsay, John Crawford; add: Robin Chandler
Big Town	CBS 9:30	Marshall Thompson, Ann Kimble, Hal K. Dawson, Helen Brown; (SW & SD, FILM)
Ford Theatre	NBC 9:30	Something Old, Something New - rerun of film originally shown on 12/4/52 (See Vol. 4 No. 7, Supplement A, Page 9)
Martin Kane	NBC 10pm	Olive Blakeney, Barbara Joyce, Casey Allen, Lauren Gilbert, James Gregory, Ann Summers (SW & SD)
Pentagon U.S.A. (Addison Richards)	CBS 10pm	Extortion - (SW) by David Swift; with Jack Warden, David Stewart, Leo Penn, Michael Strong, Philip Kenneally, Joe Sweeney, Thomas Coley, Harry Davis; (SD)
Foreign Intrigue	WNBT 10:30	F. I. in Five Cigarettes - (O) by George & Gertrude Fass; with Gregoire Aslan, Edmund Doris, Gilbert Robin, Pamela Wilde, Nicole Milinaire, Maurice Francey; (SD, FILM)
City Hospital (Melville Ruick)	CBS 10:30	Beverly Whitney, Joe Latham, Joe Downing; (SW & SD)

FRIDAY AUGUST 14

The Summer Theatre	ABC 8pm	The Man Who Had Nothing to Lose - (O) by Norman Jacob; with Porter Hall, Elisabeth Risdon, Neville Brand, Alan Bridge; Dir by Frank Woodruff (FILM)

[illegible]

Man Against Crime (Ralph Bellamy)	CBS 8:30	The Tappers - (O) by Checkley Ellis; with Joseph Downing, Don De Leo, Walter Brooke, James Costigan, Elaine Ellis, Dodie Bauer, Helen Warnow, Vincent Van Lynn; (SD, FILM)
Schlitz Playhouse	CBS 9pm	Miracle in the Night - (O) by Mildred Cram, (A) by S. N. Savage; with Ann Harding, Lawrence Dobkin, Charles Cane, Shirley Lopez, Reginald Sheffield, Herbert Lytton, Anne Loos, Leo Curley, Irving Ashkenozy, Paul Hoffman, Sam Pierce, Robert B. Williams; (SD) by Roy Kellino (FILM)
Campbell TV Soundstage	CBS 9:30	Deception - (O) by Mary Agnes Thompson, (A) by J Jesse Sandler; with Martin Brooks, Howard Freeman, Roy Fant; (SD)
Mr. & Mrs. North (Richard Denning & Barbara Britton)	CBS 10pm	Where There's a Will - (O) by M. Coates Webster; Francis DeSales, Raymond Greenleaf, Mabel Anderson, Dayton Lummis, Mack Williams, Normand Du Pont; (SD, FILM)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY AUGUST 7 THROUGH FRIDAY AUGUST 14

Morning News	CBS 9:45am	Dallas Townsend substitutes for vacationing Winston Burdett(M thru F)
Strike It Rich	CBS 11:30	F (8/7) - Roger Dann, W (9pm) - Lee Bowman
Love of Life	CBS 12:15	M thru F - regulars: Natalie Priest, Clem Fowler, Peggy McCay, Richard Coogan, Bert Thorn, Hildy Parks, Burt French (SW & SD)
Search for Tomorrow	CBS 12:30	M thru F - regulars: Mary Stuart, Melba Rae, Larry Haines, Terry O'Sullivan, Ellen Spencer, George Petrie, Sam Raskyn, Billy Grey, Glen Walken; (SW & SD)
The Guiding Light	CBS 12:45	M thru F - regulars: Pat Wheel, Susan Douglas, Ruth Warrick, James Lipton, Violet Heming, Ellen Demming, Herb Nelson, John Seymour, Theo Goetz, Lyle Sudrow, Charita Bauer, Phil Sterling; & Madeleine Pierce, Ed Prentiss
Three Steps To Heaven	NBC 11:30	M thru F - Phyllis Hill, Walter Brooke, Joe Brown, Jr., Mercer McLeod, Inge Adams, Lori March, Carol Veazie, Peter Gumeny; (SW & SD)
Follow Your Heart	NBC 11:45	M thru F - regulars & Owen Coll, Marie de Wolfe
Garry Moore	CBS 1:30	W - Jonathan Winters (C) ; Thu - Jule Styne (comp.)
Take the Break	DuM 2pm	F (8/7) - Jimmy Boyd (S)
Double or Nothing	CBS 2pm	M thru F - Bud Collyer substitutes as MC for vacationing Bert Parks
Ted Steele	WPIX 4:30	M thru F - Toni Southern (S), Pat Terry (S)
TV Dinner Date	WOR 7pm	M thru F - Norma Douglass (S)
Coke Time-Eddie Fisher	NBC 7:30	W - June Hutton (S); F - Martha Wright (S)
Captain Video	DuM 7pm	(O) by Harry Walton; with regulars & Robert Middleton, Bruce Gordon, Joey Walsh, Lee Graham; (M thru F, SD)

News of the Night	CBS 11:00pm	M thru F - kill: Don Hollenbeck; add: Allan Jackson

SATURDAY AUGUST 15

Hopalong Cassidy (William Boyd & Edgar Buchanan)	WNBT 6:30	The Promised Land - (SW) by Sherman L. Lowe; with John Crawford, Thurston Hall, Maura Murphy, Edwin Parker, Sandy Sanders, William Fawcett; (SD,FILM)
Wild Bill Hickok (Guy Madison & Andy Devine)	WABD 7pm	Evil Assayer - with Dave Sharpe, Don Turner, Anthony Sydes, Guy Beach, John Eldridge, Bush, Bod Osborn; (SW & SD, FILM)
Larry Storch	CBS 8pm	Janet Blair (S) & others to be announced next week

SUNDAY AUGUST 16

TV Recital Hall	NBC 5pm	Jeanne Mitchell (M , FROM PHILA.)
Operation Neptune	NBC 7pm	regulars & Steve Gravers; (SW & SD)
Your Play Time	CBS 7:30	The Last Day of My Life - (O) by Allan Vaughan Elston, (A) by Howard J. Green & Fenton Earnshaw; with Hillary Brooke, Onslow Stevens, Craig Stevens, Ann Tyrrell, Robert Crosson; Dir by Axel Gruenberg (FILM)
Toast of the Town (Ed Sullivan)	CBS 8pm	Frankie Laine, Jimmy Boyd, Anna Maria Alberghetti (all S), Gene Nelson (D)
Rocky King, Detective (Roscoe Karns & Earl Hammond)	DuM 9pm	Murder on the Downbeat - (O) by Jim Beach; with Mary Lowell, Richard McMurray, Steven Gethers, Sydney Smith, Alan North; (SD)
Gen. Electric Theatre	CBS 9pm	Test of Love - rerun of film originally shown on 3/1/53 (See Vol. 5 No. 9, Page 7)
Orchid Award	ABC 9:15	Gloria DeHaven (S); Bert Lytell resumes as host
Arthur Murray Party (Kathryn Murray)	CBS 9:30	Felicia Sanders (S), Peter Birch (D); Smokey, the Wonder Horse
Plainclothes Man (Ken Lynch & Jack Orrison)	DuM 9:30	Opening Night - with Joyce Lear, Alice Thompson, Michael King, Charles D. Penman, Cullen Desmond; (SW & SD)

TALENT AVAILABILITIES

NEW YORK

RICHARD DAVALOS - AGT: Robert Lantz, PL 5-6850

EDITH FELLOWS - returned from stock tour - AGT: Archer King, CH 4-8240

BEVERLY MICHAELS - film star - PRESS: Lee Solters, CI 6-0856

DICK MOORE - film & stage juvenile - AGT: MCA, PL 9-7500

ROWENA ROLLINS - currently at Latin Quarter AGT: Al Grossman, CU 5-8422

LOS ANGELES

JOANNE GILBERT - currently singing at the Mocambo - PHONE: BR 2-3443

GUY MADISON - star of Wild Bill Hickok - AGT: Helen Ainsworth, CR 6-2062

DONALD RANDOLPH - featured in The Giaconda Smile at Laguna - Rosalie Stewart Agency, CR 4-6 23

ROBERT ROCKWELL - boy friend of Our Miss Brooks - MGT: Halliburton-Weintraub, CR 1-1137

[illegible]

Mona of the Miami	CBS 11:00pm-M [illegible] - [illegible]	[illegible]
		SECOND HOUR 15
[illegible] County (Hilltop Boys & Sugar Bushman)	NBC 6:30	The Personal Land - (TV) by Florence L. [illegible] (Jim Cameron, Thurston [illegible], Mona Barrett, [illegible] Bishop, Sandy [illegible], Hilltop Fun [illegible] (KC, KTLA)
Hill Hill Jackie (Guy Williams & Andy Griffith)	ABC 7:00	[illegible] - [illegible], Don [illegible], [illegible], Guy [illegible], [illegible], [illegible] (KC & CA, KTLA)
Lassie Storyes	CBS 8:00	Lassie Pilot (TV) - [illegible]
		SECOND HOUR 16
[illegible]	NBC 7:00	[illegible] (TV, [illegible])
[illegible]	NBC 7:00	[illegible] & [illegible] (TV & CA)
Wide Open Town	CBS 7:00	[illegible] - (TV) by Allen [illegible] (Rick [illegible], [illegible] & [illegible], [illegible] & [illegible], [illegible] with Billy [illegible], [illegible], [illegible], [illegible], [illegible], [illegible], [illegible], [illegible] (KTLA)
Tales of the Texas (Jim Arness)	CBS 8:00	[illegible], [illegible], [illegible] [illegible] Albuquerque (KC & [illegible]), [illegible] (TV)
Perry Mason, Investing (Raymond Burr & [illegible])	NBC 8:00	[illegible] - (TV) by [illegible], [illegible], [illegible], [illegible], [illegible], [illegible] (KC)
Sun. Mov. of the Theatre	CBS 9:00	[illegible] - [illegible] (TV) [illegible] (KC, [illegible], [illegible], [illegible])
Cordial Evening	ABC 9:00	[illegible] (TV) - [illegible]
[illegible] (Gene Barry & [illegible])	CBS 9:30	[illegible] (TV), [illegible] (KC); [illegible]
[illegible] (Jim Rockford & Jack Ormond)	NBC 9:00	[illegible] - [illegible], [illegible], [illegible] (KC & CA)

[illegible] AVAILABILITIES

FIFTH HOUR	SIXTH HOUR
[illegible] - [illegible], [illegible]	[illegible] - [illegible]
[illegible] - [illegible] - [illegible]	[illegible] - [illegible]
[illegible] - [illegible]	[illegible] - [illegible]
[illegible] - [illegible] - [illegible]	[illegible] - [illegible]
[illegible] - [illegible]	[illegible] - [illegible]

AUGUST 16-22, 1953

VOLUME 5 NUMBER 33

EDITOR: Jerry Leichter
ASSOC EDS: David B. Graham
Alvin Sullum

Ross Reports ON TELEVISION

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sun(16)

NBC - 10-10:30pm; LAST SHOW; Wonderful John Acton; from WNBT(NY) to the net (seen on WNBT Mon 7-7:30pm); Sustaining. Creator-Prod - Edward A. Byron; Dir - Grey Lockwood; Writers - Edward A. Byron, Martha Wilkerson, Robert J. Shaw & William Kendall Clarke. Assoc Dir - Peggy Rogers. Semi-autobiographical story of Irish family living in Kentucky with Harry Holcombe in title role, and Ian Martin, Virginia Dwyer, Jane Rose and Ronnie Walken. Program returns September 8 as two-week fill-in for Revlon Products Corp. in Tuesday 8-8:30pm time slot. Revlon currently has Mirror Theater in that slot, and on September 22, Milton Berle is scheduled to return, Tuesday, 8-9pm.

Mon(17)

CBS - 4:30-5pm Mon thru Fri; RETURN; U. N. in Action; from WCBS-TV(NY) to the net; Sustaining. Pkgr - CBS-TV in assn. with the U.N. Prod - Paul Levitan, CBS-TV; Dir - Emery Kelen, UN. Larry Le Sueur covers special Assembly of the United Nations; also guest interviews with diplomats.

CBS - 11-11:15pm Mon, Wed & Fri; RETURN; Chronoscope; from WCBS-TV(NY); 8 stations live, 4 kine; Sponsor - Longines-Wittnauer(Clocks & Watches) thru Victor A. Bennett; Prod - David Zellmer; Dir - Alan R. Cartoun. Program discussions between reporter and those in the news will have Sir Gladwyn Jebb, chief of the British Delegation to the U.N. as first guest. Beginning September 2, Charles Collingwood will be permanent editor.

NBC - 4:30-5pm Mon thru Fri; RETURN; U.N. General Assembly; from WNBT(NY) to the net; Sustaining; Prod - William Major Garden; Dir - Jack Dillon, others. Henry Cassidy and Peter Stursberg will provide commentary and analysis of the conferences. Replaces Ladies Choice in this time.

Tue(18)

CBS - 10:30-11pm; DEBUT; Youth Takes A Stand; from WCBS-TV(NY); 18 stations live, 3 kine; Sponsor - Aluminum Co. of America thru Fuller & Smith & Ross; Agcy Superv - Byron McKinney; Pkgr - CBS-TV; Prod - Marc Cramer & David Zellmer; Dir - Don Hewitt; Prog Asst - Betty Koenig; Marc Cramer is moderator of panel program, with panel consisting of one top newsman and four youngsters chosen in cooperation with public, private and parochial schools, youngsters querying experts in the fields of news and world affairs.

Copyright 1953 by Television Index, Inc.

Ross Reports on Television, service subscription rates (U. S., Canada, Mexico): $110 per year (or $30 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates.

Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming, talent movements, commercial activity; annual industry directories; periodic reports on special aspects of television.

[illegible] 1983

VOLUME [illegible] NUMBER [illegible]

EDITOR: [illegible]
ASSOC EDS: [illegible]
[illegible]
[illegible]

[illegible]

[illegible]

[illegible] - [illegible]

[illegible]

[illegible] - [illegible]

[illegible]

[illegible] - [illegible]

[illegible]

[illegible] - [illegible]

Tue(18)

NBC - 9:30-10pm; HIGHLIGHT; Fisher Body Craftsman's Guild Annual Scholarship Awards Dinner; from WWJ-TV(Detroit) to the net; Sponsor - Fisher Body Div. of General Motors thru Kudner Agency; James E. Goodman, president of the Craftsman's Guild, will act as toastmaster and MC, with forty of America's youngest and most talented model automobile designers spotlighted on the program. Also appearing are Harlow H. Curtice, president of General Motors; Herold C. Hunt, superintendent of schools in Chicago; Frederick L. Hovde, president of Purdue University; L.C. Goad, executive vice president of GM; Dr. George J. Fisher, national commissioner of the Boy Scouts of America and C. F. Kettering, who will introduce the eight scholarship winners.

NBC - 10-10:30pm; DEBUT; Judge For Yourself; from WNBT(NY); 51 stations live. 44 kine; Sponsor - P. Lorillard (Old Gold Cigarettes) thru Lennen & Newell; Agcy Superv - Ted Huston; Pkgr-Prod - Goodson-Todman; Assoc Prod - Arnold Peyser; Dir - Jerry Schnur; Music Dir - Milton De Lugg; Anncrs-Dennis James, Don Pardo. Fred Allen stars on panel show on which three persons connected with showbusiness compete against a panel of three members selected from the studio audience in rating the talent of three professional acts; a cash prize of $1,000 is awarded to the amateur panelist who rates the performances in the same 1-2-3 order as the professional panel. The prize is divided if more than one amateur agrees with the experts. Panel of experts for first program will be George Rosen, radio-TV editor of Variety, Cheryl Crawford and Jule Styne. Talent for the first show includes singer Hope Zee; The Polka Dots, who invented the electronic harmonica and Gina and Gerardo, dance team.

Sat(22)

ABC - 10:30-11am; RETURN; Smilin' Ed's Gang; from WABC-TV(NY), ON FILM; 27 stations net, 22 delayed; Sponsor - Brown Shoe Co. (Buster Brown Shoes) thru Leo Burnett (Chi); Agcy Superv - Jack Phelps; Pkgr-Prod-Dir - Frank Ferrin; Assoc Prod - Ralph Ferrin; Asst Dir - Don Olsen; Film Ed - Jack Foley, Smilin' Ed McConnell acts as narrator of adventure stories come to life. Also in cast are Nino Marcel, Lou Krugman, Paul Richards, June Foray, John Yamamoto, Vito Scotti, Lou Merrill, Cliff Clark, Ralph Ferrin, Martha Wentworth, Rolfe Sedan, Elmore Vincent, Charlene Craven and Harry Lang. Program has formerly been seen on NBC and CBS.

NETWORK SPONSOR ACTIVITY

SEEMAN BROS.,INC. (Air-Wick and Nylast) thru William H. Weintraub, Inc., has purchased two quarter-hours of I'll Buy That(CBS-TV), effective September 29. Currently seen Fridays, 11-11:30am, the program will occupy the 2-2:30pm time period on Tuesdays and Thursdays, starting September 1, with Seeman Bros. set to sponsor the 2-2:15pm segment both days.

CHARLES ANTELL, INC. has appointed Dowd, Redfield & Johnstone to handle its new products division, and Ruthrauff & Ryan to handle Fastabs, a product of an associate company, National Health Aids. These products, together with Formula No. 9 and shampoo (which has not yet been assigned a new agency), were formerly handled by Television Advertising Associates.

SERUTAN CO. (Geritol) thru Edward Kletter Associates, has purchased Juvenile Jury on CBS-TV (Sundays 4-4:30pm), effective October 11. Show is currently seen on NBC-TV (Mon 9-9:30pm) for the same sponsor.

LOCAL STATION ACTIVITY

WABC-TV(Ch 7) - House Detective; NEW STATION August 16; Sun 12n-12:30pm & Thu 10:30-
New York 11pm; (1st program Sunday 11:30am-12n); Sponsor - Bedford Stores thru Cy Newman Advertising; Prod - Cy Newman; Featuring Newman as an advisor for people searching for homes, program was formerly seen WABD, WOR-TV and WPIX, NY.

UN General Assembly; RETURN Aug 17; Mon thru Fri 11am-1pm & 3-6pm; John MacVane will cover the sessions for the station.

WCBS-TV(Ch 2) - Amos 'n' Andy; LOCAL RETURN Aug 18; Tue 8-8:30pm; ON FILM; Sustain-
NY ing; Prod - Hal Roach; Exec Prod - James Fonda; Dir - Charles Barton; Syndicated films were formerly seen on network. Tim Moore, Spencer Williams and Alvin Childress star, with Ernestine Wade, Johnny Lee and Horace Steward.

WPIX(Ch 11) -- Name the Dish; NEW TITLE Aug 16; Sun 11-11:30pm; Sustaining; Pkgr-
NY Prod - Marten E. Lamont; Assoc Prod - Wendy Sanford. Formerly Fun with Food, weekly program features celebrity guests discussing foods and recipes. Fritzi Scheff appears this week discussing famous Viennese dishes.

KECA-TV(Ch 7) - Crossroads of Life; DEBUT Aug 17; Mon 9-9:30pm; Sustaining; Pkgr -
Hollywood Selig J. Seligman and Hunt Stromberg, Jr., for ABC-TV; Prod - Bernie Williams and Kay Mulvey; Dir - Stuart W. Phelps. Human interest program will have several individual with problems of interest meeting with experts in various fields who can help them solve their difficulties. Regular authorities on the program will be Judge Thurmond Clarke of the Superior Court of California; Monsignor Thomas O'Dwyer, Director of the Department of Health and Hospitals of the Catholic Diocese of Los Angeles; Dr. Simon Conrad, Psychiatrist, Director of the Los Angeles Clinic, State Dept. of Mental Hygiene; and retired policewoman Mary Ross, now a private detective.

KHJ-TV(Ch 9) - The Handy Man; DEBUT Aug 21; Fri 7:30-8pm; Sponsor - Pacific South-
H'wood west Hardward Assn thru Crossley-Jeffries Agency; Prod - Will Grant. Stu Wilson stars in weekly program giving instructions in building new things for the home and how to repair items in the home.

KTTV(Ch 11) - The Pinky Tomlin Show; DEBUT Aug 14; Fri 9-9:30pm; Sponsor - Hastings
Los Angeles Chevrolet and Barnett-Holland thru Action in Advertising; Prod - Bart Ross and Frank K. Danzig; Dir - Philippe deLacy; Prod Superv - Al Burton; Musical Co-ordinator - Jack Stern. Pinky Tomlin and his 12-piece band, assisted by vocalists Clyde Rogers and Chris Towner; the Keyboard Cousins, Hal Hidey and Bob Clark; the Four-Eyed Five, instrumental combo of Jimmy Flaherty, Clint Nagley, Jack Stern, Dave Miller and Tomlin.

National Assn. of Chiropodists Convention; HIGHLIGHT Aug 16; Sun 1-2:30pm; Sponsor - National Assn. of Chiropodists and Desitin Chemical Co. Roy Maypole will MC program designed to acquaint laymen with the progress being made in the treatment of foot and lower leg defects.

[illegible]

[illegible]

[illegible]

FILM REPORT

ROCKHILL COMPLETES PARIS GRAPEVINE PILOT in New York under the supervision of Robert Broeckman. Starring Viola Ilma, who edits a four page English supplement for Semaine de Paris, French weekly, 26 quarter-hour films are planned. As writer and MC of the programs, Miss Ilma interviews a prominent American entertainer or political personality against a background of a famous European sight. The pilot has Lisa Ferraday as guest star.

DRAMATIC SERIES ABOUT U.S. MARINES PLANNED by Martin Jones and Henry Olmsted, New York theater operators, who are currently preparing to shoot a pilot for series of 13 half-hour films. George Roy Hill and Caine Campbell, both ex-Marines, have been signed to write the scripts for the untitled programs. Affiliated Artists represent the producers.

FILM BRIEFS: Princeton Film Center has leased the sound stage of the West Coast Coast film studio owned by Frederick K. Rockett. Located on Sunset Boulevard in Hollywood, the studio will house expanded production activities of the NY-Princeton, N.J. outfit. Occupation of the new studio will begin about September 1.....New agreement between Gross-Krasne and Lever Bros., producers and sponsors of the "Big Town" TV film series, provides for an increase of $3,000 in the budget for each of the adventure films, for a total cost of $23,000 each.....Sovereign Productions, Hollywood, has acquired TV film rights to "Archie," teenage comic strip character... .....The title "The Cop," under which "Dragnet" is being syndicated by the NBC Film Division, has been changed to "Badge 714."

NEW SALES: Screen Gems has announced the sale of The Big Playback in six new markets: Duluth, Memphis, Montreal, Pittsburgh, Milwaukee and Wichita.....Also at Screen Gems, 39 Ford Theater film programs have been sold to the 10-station Rocky Mountain Broadcasting TV network for first runs and re-runs under title of Your All Star Theater.

RATINGS DIGEST

NIELSEN RATINGS FOR TWO WEEKS ENDING JULY 25 list top ten TV programs:

	Homes(000)		% Homes
Pabst Blue Ribbon Bouts	9,234	Pabst Blue Ribbon Bouts	40.3
Godfrey&Friends(Liggett&Myers)	8,645	Godfrey&Friends(Liggett&M)	38.8
Racket Squad	8,480	Racket Squad	37.5
Robt.Montgomery Presents	8,170	Dragnet	36.5
Dragnet	7,986	Westinghouse Summer Theater	36.5
Westinghouse Summer Theater	7,654	Robt.Montgomery(Amer.Tobacco)	34.3
Godfrey&Friends(Toni-Gillette)	7,510	What's My Line?	33.8
Best of Groucho	7,384	Godfrey&Friends(Toni)	33.1
Ford Theater	6,925	Ford Theater	32.8
Two For The Money	6,873	Godfrey&Friends(Pillsbury)	32.3

TOP TRENDEX RATINGS FOR NETWORK EVENING SPONSORED PROGRAMS, WEEK AUGUST 1-7:

Talent Scouts	35.2	What's My Line?	26.8
Godfrey & Friends	34.4	The Web	24.6
Racket Squad	33.3	Pentagon, U.S.A.	23.7
Strike It Rich	27.4	Toast of the Town	23.5
Dragnet	27.0	Burns & Allen	22.8
		I've Got A Secret	22.8

[illegible]

[illegible] FILM in New York under the supervision of [illegible], who edits a [illegible] Kuplich supplement in [illegible] Film are planned. In [illegible] of the [illegible] a [illegible] Section orientation or [illegible] equipment a [illegible] of a [illegible] light. The place has [illegible] or [illegible] area.

[illegible] Kuplich [illegible] by Martin Quinn and Tony [illegible], [illegible] who are currently [illegible] about a pilot for [illegible] half-hour film. George [illegible] [illegible], both [illegible], have been asked to [illegible] the series for the initial program. Affiliated [illegible] [illegible] the production.

FILM SECTION: Television film [illegible] has leased the second floor of the [illegible] [illegible] [illegible] Kuplich [illegible]. Instead of [illegible] Television in [illegible] the [illegible] [illegible] equipment of the [illegible], [illegible] [illegible] [illegible]

NEWS BRIEFS.....Alex Segal to direct "U.S. Steel Theater," the new one hour dramatic series making its debut on the ABC-TV net Tuesday, October 6, 9:30-10:30pm. Segal reaped critical acclaim for his direction of the late "Celanese Theater" capping many other show assignments.....CBS Television signed Ben Brady to produce the "Red Skelton Show," making its debut from Hollywood on Tuesday, September 15, 8:30-9pm. Brady produced "Those Two" in Hollywood and recently wrote the pilot for the new ABC Ray Bolger series.....DuMont closed its pioneer Studio A in New York's John Wanamker building, with all future New York production scheduled for the new Tele-Centre and the Ambassador and Adelphi Theaters.

CLOSED CIRCUIT NOTES: Current controversy before the FCC concerning film costs in adding up new station budgets has revealed a major hole in current TV thinking. The blueprint for economical local station operation was laid out by Sarkes Tarzian in 1949-50 when his WTTV went on the air in Bloomington, Indiana, the smallest of the freeze-era TV markets. Even cheap film can be more expensive than intelligent live programming in terms of potential audience.....Despite opinion and optimistic stories to the contrary, Ross Reports' surveys of TV programming and program origination over the past year show very little shift out of New York as an originating point for live programs -- also balance of live and film programming has not turned to the latter on local stations as many West Coasters had predicted earlier in the year. Film series made without network, sponsor or big bankroll backing are headed for trouble according to statistics.....American Petroleum Institute figures show that its industry films have had over 80 station showings throughout the country during the first half of the year, plus one network use. It's latest, "Man on the Land," a 14-minute color and animation production, will be shown at the Edinburgh Film Festival this Fall. Another new one, "American Frontier," is slated for October release under the aegis of the Oil Industry Information Committee.

PERSONNEL CHANGES: Emanuel Sacks, staff VP of RCA, was elected a staff vice president of NBC as well, serving in the latter position as assistant to Brig. Gen. David Sarnoff, chairman of the board, in connection with Sarnoff's present duties as president of the NBC networks.....Jerry Danzig has been appointed producer-in-charge of color programs for the CBS Television Network. His most recent assignment was as producer of the "Crime Syndicated" series. CBS-TV has announced the following executive appointments to its Hollywood staff: James Fonda, as Director of Network Programs; Cecil Barker as Executive Producer; Hal Hudson, General Manager and Ben Feiner as Executive Producer of the new Bob Crosby daytime show.

James Merrick, TV representative for the Liebling-Wood agency, will join the staff of Talent Associates, packagers of "Television Playhouse," "Mr. Peepers," etc., as Casting Director, effective September 1. Miss Alixe Gordon, a member of the CBS-TV Casting Department for the past year, has been assigned the post of Casting Director for the "Studio One" production unit. Doris Sharp, known for her various Talent Registry enterprises, will replace Joan MacDonald as Casting Director for "Robert Montgomery Presents" when the show returns to its regular performance basis in the Fall.

Donald A. Davis, former vice president of the Jaffe Agency, where he had been in charge of its West Coast TV operations, has been named general sales manager in charge of creative development of properties for Rockhill Productions, Inc. Other recent Rockhill appointments have Walter Colmes, former president of Encyclopaedia Britannica Films and executive producer of Republic Pictures, as a member of the Board of Directors, and Ted Hudes as publicity director of the packaging firm.....Francis N. (Fritz) Littlejohn, Jr. joins ABC-TV as Director of News, Special Events and Public Affairs, effective September 1. He has been Managing Editor of TV News at CBS since 1952, and prior to that, was News Supervisor of Radio for NBC.....Stan Shaw, originator of "Milkman's Matinee," has been appointed program manager for WITV, Miami.

FILM AND TV NEWS

JOHN HOUSEMAN.....Alex Segal to direct "U.S. Steel Theater," the new one hour dramatic series making its debut on the ABC-TV net Tuesday, October 6, 9:30-10:30pm. Segal gained critical acclaim for his direction of the late "Celanese Theater," copping many other show distinctions.....CBS Television signed Bob Bradt to produce the "Red Skelton Show," making its debut from Hollywood on Tuesday, September 22, 8:30-9pm. Bradt produced "Stork Club" in Hollywood and recently wrote the pilot for the new ABC Ray Bolger series..... DuMont closed its picture studio A in New York's John Wanamaker building, with all DuMont New York production scheduled for the Ade playhouse and the Adelphi and Ritz Theaters.

LOADED CIRCUIT DEPT: Current controversy before the FCC concerning film costs in eating up new station budgets has revealed a major role in current TV thinking. The first low educational local station operation was laid out by Gerald Keysick in 1952-53 when his WTTV went on the air in Bloomington, Indiana, the smallest of the first-run TV markets. Even cheap film can be more expensive than intelligent live programming in terms of operating costs......Despite opinion and optimistic reports to the contrary, "live coverage" of TV programming and program origination over the past year have very little chance out of New York as an originating point for live programs -- that balance of live and film programming has now turned to the latter on local stations in many key markets than predicted earlier in the year. Film buying runs without network, enough to film backlog backing are loaded for credits according to statistics......American Television Institute figures show that the ratio of films [illegible] throughout the country during the first half of the year, plus new [illegible]. Its latest, "Man on the Land," a 25-minute color and [illegible] production, will be shown at the Edinburgh Film Festival this fall. Another new one, "American Frontier," is slated for October release under the aegis of the oil industry information committee.

...PERSONNEL CHANGES: Russell Moody, chief TV at NBC, was elected a staff vice president of NBC as well, serving in the latter position as assistant to Brig. Gen. David Sarnoff, chairman of the board, in connection with Sarnoff's present duties as president of the RCA networks......Fred Henry has been appointed producer-director of color programs for the CBS Television network. His most recent assignment was as producer of the "Crime Photographer" series. CBS-TV has announced the following executive appointments to its Hollywood staff: Edwin Bryan, as Director of Network Programs; Cecil Barker as Executive Producer; Hal Hudson, General Manager and Don Hudson as Associate Director of the CBS TV Comedy Writers' team.

James Parrish, TV representative for the Kiddle agency, will join the staff of "Kraft Television," [illegible] "Television Playhouse," [illegible] as Casting Director, effective September 1. Miss Lilla Gordon, a member of the CBS-TV Casting Department for the past year, has been assigned the post of Casting Director for the "Studio One" production unit. [illegible], will replace John MacDonald as casting director for "Robert Montgomery Presents" when the show returns to the regular schedule in the fall.

Harold A. Lewis, former vice president of the Raffe agency, where he had been in charge of the Lucky Strike TV properties, has been named general sales manager in charge of creative development [illegible] Films Inc. Other recent appointments: [illegible] Benton, former president of Encyclopaedia Britannica Films and [illegible]; [illegible] member of the Board of Directors, and [illegible] as publicity director......Charles F. Dunning [illegible] of NBC-TV as Director of Special Events and Public Affairs, effective September 1. He [illegible] manager of TV news at [illegible] NBC......Glen Scott, [illegible] of "Wildroot's" [illegible], has been appointed program manager for [illegible].

PROGRAM	NET TIME(EDT)	TALENT ROSTER

Most of the shows on August 14, 15, 16 were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday August 21. Script identifications used are: original (O), adaptation (A), staff-written (SW), staff-directed (SD). Performers are identified as singer (S), dancer (D), comic (C), musician (M).

FRIDAY AUGUST 14

The Goldbergs (Gertrude Berg)	NBC 8pm	regulars; (SW & SD)
Guide Right	DuM 8:30	Alan Dean (S), Mary Mayo (S), Richard Hayman (M)
Gulf Playhouse: First Person	NBC 8:30	The Tears of My Sister - (O) by Horton Foote; with Kim Stanley, Lenka Peterson, Katherine Squire, Edgar Stehli, Catherine Doucet, Frank Overton; (SD)
Doorway to Danger (Stacy Harris)	NBC 9pm	(SW) by Martha Wilkerson; with Frank Campanella, Jack Klugman, Frank Sutton, Jay Barney, Humphrey Davis; (SD)

SATURDAY AUGUST 15

Rod Brown	CBS 11:30am	regulars & Frank Baxter; (SW & SD)
Stork Club (Sherman Billingsley)	CBS 7pm	Betty Ann Grove (S), Bill Tabbert (S), The Toppers (S), Barbara Ruick (S), Martha King (S)
My Son, Jeep	NBC 7:30	regulars & Don Briggs; (SW & SD, LAST SHOW)
Startime Kids	WNBT 7pm	regulars: Lenny Dale, Joey Sheptock, Connie Francis Sharon Porter, Carold Dedrick, Gale Kuhr, Angel Minganelli, Rosalie Mann, Vinni Monte, Andrew Wideman, The Rosebuds, Sandy Leeds
Larry Storch	CBS 8pm	Janet Blair (S), Ethel Owen, Joey Ross, Mildred Hughes, Jim Nolan, Milton Frome, Bill Lally, Georgie Marin; Dir by Burt Shevelove (substituting for Frank Satenstein since 8/8)
Sat. Night Revue (Hoagy Carmichael)	NBC 9pm	Count Basie & Orch., Jerry Fielding & Orch., Helen Halpin (C), Olga San Juan (S), The Marquis Family, Alan King, Dave Barry (C), Gayla Peevey (S), Ricky Vera (S) (FROM HOLLYWOOD)
Medallion Theatre	CBS 10pm	The Consul - (O) by Richard Harding Davis, (A) by Thomas Phipps; with Charlie Ruggles, Howard Smith Bethel Leslie, Rusty Lane, Martin Newman, Frank Albertson, Coe Norton, Dorothy Elder; (SD)

SUNDAY AUGUST 16

Roy Rogers (Dale Evans)	NBC 6:30	The Unwilling Outlaw - (O) by Virginia M. Cooke; with Sherry Jackson, Stan Jolly, Reed Howes, Dale Van Sickle, George Lewis, William Fawcett; Dir by Robert G. Walker (FILM)

FILMS SCHEDULED WEEKS 17-19, 1954

PROGRAM	DAY TIME(PM)	MEMBER MENTIONS
Mr. Griffith's Movies (Carlotta Jones)	MWF 6:30	regularly, (SP & SD)
Guide Right	Mon 6:30	Alan Dean (S), Lucy Mays (A), Rosalind Sanders (M)
Guild Playhouse: Lost Paradise	Wed 8:00	The Theatre Guild's Sleeper - (D) by Bertram Brooks, with Ann Sheridan, Hugh Marlowe, Katherine Ellis, Edgar Stehli, Catherine Doucet, Frank Overton; (SD)
Journey to Tomorrow (Guy Martin)	Tue 6pm	(SP) by Morris Milgrim; with Jack Dangermond, Jack Kingman, Frank Sutton, Ann Lacey, Dougherty Marian; (SD)
ELEVENTH AVENUE 14		
Red Frame	Sun 11:00am	Regulars & Fred Tuesday (SP & SD)
Story Club (Clarence Willingham)	Wed 8pm	Mary Jo Gray (A), Bill Turner (M), Mae Clement (S), Barbara Ann Ar, Martin Clark (A)
Mr. Ken Moon	Wed 7:30	regulars & Jon Brown (SP & SD, respectively)
Cracking Film	Wed 8pm	regulars, Lucy Mays, Tony Clement, Bill Turner, Barbara Ann Ar, Clarence Fisher, Jon Brown, Martin Clark (SP); Mrs. Kenneth Mr. Kenneth, Kenneth Moon, Fred Tuesday, Marian Dougherty, Jon Brown (SD)
Lucky Street	Thu 8pm	Lucky Street (A), Fred Tuesday, Lucy Mays, Alan Dean, Jim Quinn, Arlene Jones, Bill Turner, Kenneth Moon, Jon Brown, Mr. Ken Kenneth, Martin Clark (SP); Pentecostal state (SD)
Mr. Kingdom (Lucy Carmichael)	Sat 2pm	Lucy Mays & Cook, Harry Jones, Kenneth Moon, Alan Dean (S), Jim Quinn, Martin Clark (A), Mrs. Kenneth Kenneth, Alan Kingdom, Lucy Mays (S), Lucy Jones (A), Mrs. Kenneth Kenneth (SD)
Mediation Theatre	Sun 3pm	The Tenant - (D) by Albert Gerding Davis, (A) by Lorenzo Ingram; with Harold Hughes, Bernard Hughes, Bernard Lenkin, Nancy Lane, Martin Lawson, Jon Jordan, Dorothy Alison; (SD)
ARTHUR AVENUE 18		
Mr. Jones (Lila Avon)	Mon 8pm	The Traveling Gamble - (D) by Alexander Ostrovsky, Oscar Wilde Theatre Company; Ben Jones, Lila Avon, John Wallace, Vera Stevens, George Davis, Minnie Hughes, Lee Ray Kenneth E. Walker (FILM)
ROSE AVENUE - BRONX		
Mr. Kingdom	Sun 8pm	Mr. Kingdom (A), Lucy Mays (S), Jim Quinn, Alan Dean, Martin Clark, Mrs. Kenneth Kenneth (SD)

SUNDAY AUGUST 16 (Cont'd)

Toast of the Town (Ed Sullivan)	CBS 8pm	Frankie Laine (S), Jimmy Boyd (S), Gene Nelson (D); kill: Anna Maria Alberghetti S); add: Nanci Compton, Lillian Watkins (novelty)
Goodyear TV Playhouse	NBC 9pm	The Rainmaker - (O) by N. Richard Nash; with Joan Potter, Darren McGavin, Paul Tripp, Cameron Prud'homme, Albert Salmi, Peter Hobbs, Paul Ford; Dir by William Corrigan; Prod by David Susskind
Arthur Murray Party (Kathryn Murray)	CBS 9:30	Felicia Sanders (S), Peter Birch (D), "Smokey", the Wonder Horse; add: Jackie Miles (C)
Wonderful John Acton (Harry Holcombe)	NBC 10pm	(SW) by Robert J. Shaw; with regulars & Bill Smith, Charles Boaz, David Warren; (SD, SEEN ON KINE ON WNBT, MON AUG. 24 7-7:30pm; LAST SHOW OF CURRENT CYCLE)
The Web	CBS 10pm	End of the Line - (O) by Jane Hinton; with Jayne Meadows, Rick Jason, Harold J. Stone, Jim Boles, John Shellie, Tom Gorman, Wyrley Birch, John Shafer; (SD) by Herb Hirschman

MONDAY AUGUST 17

Opera vs. Jazz	ABC 7:30	Lawrence Winters, Thelma Carpenter (both S)
Voice of Firestone	NBC 8:30	Mildred Miller (S)
Robert Montgomery	NBC 9:30	Pierce 3101 - (O) by Richard Carland, (A) by S. N. Savage; with summer stock regulars, Vera Allen, Florenz Ames, Don Knotts, Len Doyle, Janice Matson, Thelma Pellish, Jenny Hausner; Dir by Perry Lafferty
Westinghouse Studio One Summer Theatre	CBS 10pm	Sentence of Death - (O) by Thomas Walsh, (A) by Adrian Spies; with Gene Lyons, Ralph Dunn, James Dean, Fred Scollay, Virginia Vincent, Henry Sharp, Tony Bickley, Charles Mendick, Eda Heinemann, Barnet Biro, Betsy Palmer; Dir by Matt Harlib(Originally done on 5/27/50 on Sure As Fate)
Adolphe Menjou's Favorite Story	WNBT 10:30	Gallegher - (O) by Richard Harding Davis, (A-SW); with Menjou, Bennie Bartlett, Hal Dawson, Bill Henry, Maris Wrixon, Ralph Sanford, Earl Hodgins; (FILM)

TUESDAY AUGUST 18

Revlon Mirror Theatre	NBC 8pm	The Party - (O) by F. Scott Fitzgerald, (A) by Whitfield Cook; with Shepperd Strudwick, Katharine Bard, Alan Bunce, Patty McCormack, Brandon Peters, Barbara Joyce, Pud Flanagan; (SD)
Nothing But The Best (Eddie Albert)	NBC 9pm	The Trinidad Dancers, Cliff Norton (C), Elaine Stritch (S); (SW & SD)
Suspense	CBS 9:30	Nightmare at Ground Zero - (O) by Rod Serling; O. Z. Whitehead, Louise Larabee, Calvin Thomas, Lonnie Chapman, Pat Hingle, Robert Willey, Henry Garrett, Cy Chermak, Ken Buckridge, Mort Marshall; (SD)
Danger	CBS 10pm	Letter of Thanks - (O) by A. J. Russell; with Kevin McCarthy, Ed Begley, Henrietta Moore, Mark Roberts, Jerome Kilty, Mark Rydell, Mark Allen; (SD)

TUESDAY AUGUST 18 (Cont'd)

Where Was I? (John Reed King)	DuM 9:30	Mort Green (writer) joins as regular panelist, replacing Samuel Grafton; other panelists: Nancy Guild, Skitch Henderson, Barbara Barondess MacLean

WEDNESDAY AUGUST 19

A Date with Judy (Mary Linn Beller)	ABC 7:30	regulars & Warren Parker, Ruth Hammond, Shirley Standlee; (SW & SD)
Kraft TV Theatre	NBC 9pm	In Albert's Room - (O) by Jack Roche; with Tony Randall, Dorothy Donahue, Mercer McLeod, Mort Stevens, Vincent Barbi, Dehl Berti, Phil Kramer, Joe Maross, Iggie Wolfington, Harry Worth, John Stephen, James Gannon, Frank Corsaro, Myrtle Ferguson; Dir by Harry Herman
Douglas Fairbanks	WNBT 10:30	Take a Number - (O) by Larry Marcus; with George Benson, Ian Whittaker, Vic Wise, Dianne Foster, Mary Merrell, Jean Cadell, Michael Balfour, Vincent Holman, John Brooking, Robert Moore, Patrick Jordan, Barbara Baggington; Dir by Terence Fisher (FILM)

THURSDAY AUGUST 20

Tales of the City	CBS 8:30	Phyllis Thaxter, William Prince, Mildred Dunnock, Una Merkel, Lewis Charles, Frank Campanella;(SW&SD)
Lux Video Theatre	CBS 9pm	Women Who Wait - (O) by Roy Chanslor, (A) by Chanslor & Al C. Ward; with Laraine Day, William Ching, Randy Stuart, Steve Dunne, Charles Kane, Kenneth Tobey; Dir by Charles Haas (FILM)
Big Town	CBS 9:30	Lydia MacKellar, Nat Brody, Ed Stendahl;(SW,SD,FLM)
Ford Theatre	NBC 9:30	So Many Things Happen - repeat of film originally shown on 12/8/52 (See Vol. 4 No. 7, P. 10)
Martin Kane, Pvt. Eye (Lee Tracy)	NBC 10pm	Russell Collins, Anne Seymour, Jay Barney, Irene Hubbard, Beverly Roberts, David Winters, Ralph Dunn, Bruce Reynolds; (SW & SD)
Pentagon U.S.A. (Addison Richards)	CBS 10pm	Millionaires' Battalion - (O) by David Swift; with James Bender, Scott McKay, Peter Hobbs, Robert Lieb, Mario Gallo, Carl Frank, Gerald Milton, Michael McAloney; (SD)
Foreign Intrigue (Jerome Thor	WNBT 10:30	F. I. in the Border Zone - (O) by Paul Monash; with Helge Hagerman, Tord Stal, Ulla Andreasson;(SD,FILM)
City Hospital (Melville Ruick)	CBS 10:30	John Seymour, Court Benson, Barbara Karen, Ethel Wilson, Charleen Wright; (SW & SD)

FRIDAY AUGUST 21

Man Against Crime (Ralph Bellamy)	CBS 8:30	Exclusive - (O) by Burton Benjamin & Robert Shaplen; with Henry Lascoe, Eva Marie Saint, John C. Becher, Charles Reynolds, Hal Currier; (SD, FILM)

[illegible]

[illegible]

[illegible]

FRIDAY AUGUST 21 (Cont'd)

Schlitz Playhouse	CBS 9pm	Sheilah - (O) by Gabrielle Upton; with Vincent Price, Elizabeth Risdon, Griff Barnett, Hayden Rorke, Spec O'Donell, James F. Stone, Gabrielle Upton; (SD) by Ted Post (FILM)
Mr. & Mrs. North (Barbara Britton & Richard Denning)	CBS 10pm	House Behind the Wall - (O) by Adele Comandini; with Barbara Brown, Fay Roope, Lisa K. Howard, Patrick O'Moore, Polly Burson, Helen Thurston; (SD, FILM, repeat of show originally seen on 1/16/53)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY AUGUST 14 THROUGH FRIDAY AUGUST 21

Strike It Rich	CBS 11:30	W (9pm) - Lee Bowman; F - Danton Walker(columnist)
The Guiding Light	CBS 12:45	regulars &: M - Eileen Palmer (substituting for Anne Burr); Tu - Margaret Burlen; Thu - Peter Capell; F - Audrey Marsh; (SW & SD)
Garry Moore	CBS 1:30	Steve Allen substitutes as MC for vacationing Garry Moore; F (8/21) - Joan McCracken (D)
Captain Video	DuM 7pm	M thru F - Jim Boles & same cast (See last week)

SATURDAY AUGUST 22

Larry Storch	CBS 8pm	Johnny Johnston (S) & others to be announced
Medallion Theatre	CBS 10pm	The Quiet Village - (O) by Rod Serling; with Robert Preston & others to be announced

SUNDAY AUGUST 23

TV Recital Hall	NBC 5pm	Ellen Ballon (M, FROM PHILADELPHIA)
Roy Rogers (& Dale Evans)	NBC 6:30	The Treasure of Howling Dog Canyon - (O) by Al DeMond & Ray Wilson; with Carl Switzer, Don Harvey, Dorothy Crider, Chief Wowlachie, Red Morgan, Denver Pyle;(SD, (FILM)
Your Play Time	CBS 7:30	The Trail - (O) by Frank Burt; with Douglas Kennedy William Challee, Strother Martin, Dick Jones, Lorin Raker, Ed Dearing; Dir by Richard Irving (FILM)
Gen. Electric Theatre	CBS 9pm	Wedding Day - repeat of film originally shown on 2/1/53 (See Vol. 5 No. 5, Page 8)
Philco TV Playhouse	NBC 9pm	Hollywood Tandem: Fade Out - (O) by Sumner Locke Elliott; with Jessie Royce Landis, Sidney Blackmer, Bartlett Robinson, Reta Shaw, Constance Wilson, Cliff Edwards, Marion Brash; New Process - (O) by David Shaw; with Walter Matthau, Ernest Truex, Geoffrey Lumb
Orchid Award	ABC 9:15	Robert Merrill (S)
Arthur Murray Party (Kathryn Murray)	CBS 9:30	Helen O'Connell (S), Joan Holloway (D), Don Cornell (S), Phil Foster (C)

[illegible]

[illegible]

[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]

AUGUST 23-29, 1953

VOLUME 5 NUMBER 34

EDITOR: Jerry Leichter
ASSOC EDS: David B. Graham
Alvin Sullum

Ross Reports ON TELEVISION

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sun(23)

NBC - 7-8pm; HIGHLIGHT; Assignment Tomorrow: Eight Years of NBC-TV News; from WNBT(NY) to the net (FILM). Sustaining. Dir - Charles Christensen. Writer - Arthur Holch. James Fleming, formerly news editor of Today, is editor and narrator of special program, marking NBC's eighth year of independent television news-on-film production. The voices of noted personalities who made news will be heard in the role of "narrators," speaking behind film; among them, former President Truman, General Lucius D. Clay, Dr. Ralph Bunche, Trygve Lie, Adlai Stevenson, Mme. Chiang Kai-shek, President Eisenhower, and others.

Mon(24)

CBS - 7:45-8pm Mon, Wed & Fri; RETURN; Perry Como Show; from WCBS-TV(NY); 28 stations live, 8 kine. Sponsor - Liggett & Myers Tobacco Co.(Chesterfield Cigarettes) thru Cunningham & Walsh. Agcy Superv - Norman Gort, Robert Rogers; Prod - Lee Cooley; Dir - Ib Melchior; Musical Dir - Mitchell Ayers; Choreog - Miss Lee Morrison; Sets - John Root; Costumes - Virginia Marsh; Anncr - Dick Stark. Como returns after summer hiatus, during which time TV's Top Tunes filled in for the sponsor. Featured on the program will be the Fontane Sisters, the Ray Charles Chorus and Mitchell Ayers' orchestra.

Thu(27)

CBS - 10:30-11pm alt weeks; NETWORK CHANGE; Place the Face; from KNXT,H'wood); 36 stations live, 67 kine. Sponsor - The Toni Co. (Prom Home Permanent thru Leo Burnett,Chi. and White Rain Lotion Shampoo thru Tatham-Laird). Pkgr - Target Productions, H'wood. Prod - Edwin Bailey; Dir - Joe Landis; Writer - Phil Davis. Jack Smith MC's audience participation program on which four persons, one a celebrity, are brought to the studio by a ruse, and are given five minutes each to "place a face" from his or her past life. Had been seen during summer on NBC-TV (Thu 8:30-9pm.) With this change, City Hospital, seen weekly since July 9, will return to an alternate week schedule.

NBC - 8:30-9pm; RETURN; Treasury Men in Action; from WNBT(NY); 21 stations live, 32 kine. Sponsor - The Borden Co.(Instant Coffee) thru Doherty, Clifford, Steers & Shenfield. Pkgr - Prockter Television Enterprises; Exec Prod - Everett Rosenthal; Prod - Robert Sloane; Dir - Dick Schneider; Writers - Various; Musical Dir - Jacques Press; Casting Dir - Dallas Brody. Walter Greaza stars as "Chief of Bureau" in dramatizations of authentic cases from the files of the U.S. Treasury Department, relating the work of Treasury agents(Customs, Internal Revenue, etc.) in apprehending law-breakers.

Copyright 1953 by Television Index, Inc.

Ross Reports on Television, service subscription rates (U. S., Canada, Mexico): $110 per year (or $30 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates.

Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming, talent movements, commercial activity; annual industry directories; periodic reports on special aspects of television.

Thu(27)

NBC - 10-10:30pm; NEW TITLE & STAR; Martin Kane; from WNBT(NY); 45 stations live, 18 kine. Sponsor - United States Tobacco Co. (Encore and Sano Cigarettes) thru Kudner Agency. Pkgr-Prod - Kudner Agency. Dir - Edgar C. Kahn; Writers - Lawrence Klee, Paul Dudley, Alvin Boretz. Mark Stevens replaces Lee Tracy in the title role, with scripts tailored to fit his character as a smart operative with emphasis on mystery and suspense away from stereotyped detective roles. Former title was Martin Kane, Private Eye.

Fri(28)

NBC - 9-9:30pm; RETURN; Big Story; from WNBT(NY); 40 stations live, 19 kine; Sponsor - American Cigar & Cigarette Co.(Pall Mall) thru Sullivan, Stauffer, Colwell & Bayles. Pkgr - Prockter Television Enterprises;Prod-Everett Rosenthal; Dir - Dick Schneider; Writers - Various; Musical Dir - Wladimir Selinsky. Bob Sloane is narrator for dramatizations of true experiences of newspapermen.

Sat(29)

DuM - 11:30am-12noon alt weeks; RETURN & NET CHANGE; Tom Corbett, Space Cadet; from WABD(NY); 10 stations live, 14 kine. Sponsor - International Shoe Co. (Red Goose Shoes) thru D'Arcy. Pkgr - Rockhill Productions, NY; Prod - Allen Ducovny; Dir - Ralph Ward; Scripts - Albert Aley; Asst Prod - Muriel Maron. Frankie Thomas stars in title role, with Jan Merlin, Al Markim, Edward Bryce and Carter Blake again portraying members of Earth's Space Academy, the West Point of the 24th Century. Formerly seen on CBS & ABC.

NBC - 7:30-8pm; RETURN; Ethel and Albert; from WNBT(NY); 37 stations live, 24 kine. Sponsor - The Sunbeam Corp(Electric Shavers & Kitchen Appliances) thru Perrin-Paus Co.(Chi). Pkgr - Peg Lynch thru Ted Ashley Associates; Prod - Thomas Loeb; Dir - Walter Hart; Writer - Peg Lynch. Peg Lynch and Alan Bunce star in situation comedy involving a happily-married couple and their domestic life.

LAST WEEK'S NETWORK ACTIVITY

NBC - H. J. Mosby, Decent Citizen; ONE SHOT Aug 19; Wed 8:30-9pm. from WNBT(ON FILM) to the net. Sustaining. Prod - NBC; Dir - James V. Kern. Network used open time slot to showcase pilot film, created for TV by Robert Riley Crutcher, starring William Demarest, portraying a rugged individualist who is in constant conflict with officials, business associates, neighbors, his teen-age daughters and his daughter's boyfriends. Robert Welch supervised production of the film.

NETWORK SPONSOR ACTIVITY

NATIONAL BISCUIT CO. thru McCann-Erickson, KNOMARK MFG(Esquire Boot Polish) thru Emil Mogul and KELLOGG CO thru Leo Burnett, have purchased segments of Arthur Godfrey Time)CBS-TV Mon thru Thu 10-11:30am) beginning in Sept. The show is currently seen Mon & Wed 10-11:30am, Tue & Thu 10-11:15am, with the new sponsors filling in extra time.

SPEIDEL CORP(Watchbands) thru Sullivan, Stauffer, Colwell & Bayles, which has been alternate week sponsor of Name That Tune (NBC-TV Mon 8-8:30pm) since the comedy-musical quiz replaced the Winchell-Mahoney show, will keep the program on for at least 13 weeks. BLOCK DRUGS thru Cecil & Presbrey, replaces AVCO MFG(Crosley) thru Benton & Bowles, as alternate sponsor. The new cycle starts September 7.

EX-LAX thru Warwick & Legler has purchased Leave It To The Girls on ABC-TV (Sat 7:30-8pm) starting September 19.

[illegible]

[illegible]

[illegible]

JACQUES KREISLER MFG CO(Men's Jewelry) thru Foote, Cone & Belding, picks up co-sponsorship of Rocky King, Detective (DuM Sun 9-9:30pm) effective Sept. 27. Co-sponsor is AMERICAN CHICLE CO(Clorets) thru Dancer-Fitzgerald-Sample, current sponsors of the program.

REMINGTON-RAND, INC(Remington 60 Deluxe Electric Shaver), picking up sponsorship of Pentagon, USA (CBS-TV Thu 10-10:30pm), has named Young & Rubicam to handle its television advertising. A. A. Leeford, Inc. continues to handle all other advertising.

JAMES LEES & SONS(Carpets) thru D'Arcy, SIMONIZ thru Sullivan, Stauffer, Colwell & Bayles and LANDERS, FRARY & CLARK(Universal electrical appliances) thru Goold & Tierney, pick up segments of the Kate Smith Show(NBC-TV Mon thru Fri 3-4pm) beginning at various times after the program returns to the air September 21.

RONSON ART METAL WORKS has switched its account from Grey Advertising Agency to William H. Weintraub & Co., effective January 1, 1954.

LOCAL STATION ACTIVITY

WABC-TV(Ch 7) New York City - Brooklyn Dodgers Home Baseball Games; STATION CHANGE Aug 20. Sponsor - Amer.Tobacco(Lucky Strike) thru BBD&O and Schaefer Beer thru BBD&O. Games for remainder of season will be telecast by WABC-TV, taking over for WOR-TV, currently on strike. Also, Happy Felton's Knothole Gang, sponsored by Bank of Manhattan Co.(Kenyon & Eckhardt) and Studebaker Dealers of NY(Roche, Williams & Cleary), will be seen 30 minutes preceding each Dodgers game. In addition, Talk to the Stars, another Happy Felton show, will follow the conclusion of each game.** Union has not yet allowed transmission of games on WABC-TV.

WABD(Ch 5) NY - Mono-Drama Theater; RETURN Aug 24; Mon thru Fri 11:15-11:30pm. Sponsor - Jay Broiler Co. thru Product Services Co. Pkgr - Unit TV Productions. Prod - Chris Riland. Dir - Lee Polk. Script Ed - Jay Bennett. Serialized dramas return after summer hiatus, each week's program starring a lone actor or actress who recreates a living portrait, through narration and gestures, without the aid of sets and with a minimum of props. Casting Dir - Marjorie Morrow.

WNBT(Ch 4) NY - Journey From Darkness; HIGHLIGHT Aug 23; Sun 4:15-4:30pm. Sustaining; Presented as a public service in cooperation with the Queens County Bar Association. Prod - Harry Clesker; Dir - Larry Roemer. Special program was written by P. Christian Steinbrunner, who won first prize in contest among college students sponsored by the Queens County Bar Assn. Committee on American Principles. The script tells the story of times of trial in U.S. history in the words of great American patriots who served as guides and council for their countrymen.

Josephine McCarthy Show; RETURN Aug 24; Mon thru Fri 1-1:30pm. Sponsor - Participations. Prod - Bob Stewart; Dir - Larry Roemer. Bob Kennedy, former singing MC of Sense and Nonsense, joins Josephine McCarthy on home cooking show, helping out with kitchen chores, as well as cooking a few favorites.

Liberace; NEW TIME Aug 24; Mon 7-7:30pm. FILM. Sustaining. Pkgr - Guild Films; Prod - Louis D. Snader. Dir - Duke Goldstone. Walter Liberace, pianist, offers variety of selections. Formerly seen Sundays 10-10:30pm.

KNXT(Ch 2) Los Angeles - Multiple Sclerosis Telethon; HIGHLIGHT Aug 29 & 30; Sat 12midnight-Sun 4pm; Prod - Jack Rourke Productions for National and California Multiple Sclerosis Society. Top name stars are expected to appear, with Peter Potter MC.

WDTV(Ch 2) Pittsburgh - The Treasure Island Show; DEBUT Aug 22; Sat 9:15-9:30am. Sustaining. Marty Wolfson will star on program aimed at the children's audience. He will have as his "co-star" a trained duck borrowed from the Pittsburgh Zoo.

WOW-TV(Ch 6) Omaha - This Is Our Town; DEBUT Aug 31; Mon thru Fri 11:30am-12noon. New program features towns throughout Nebraska and Iowa, highlighting the business, industrial and civic life of each commmunity as well as pointing out places of historical interest. Programs were filmed by the Carson Agency of Mason City, Iowa.

KGO-TV(Ch 7) San Francisco - Max Baer Show; DEBUT Aug 22; Sat 10-10:15pm. Sponsor - MacMillan Petroleum Co. thru Roy S. Durstine, Inc. Baer, former heavyweight boxing champion, will interview friends from the sports world for new program.

FILM REPORT

CONSOLIDATED TV SALES REACHES $3 MILLION GROSS FOR FIRST YEAR through 753 individual sales of properties during its first year in operation, ending August 1, 1953. The breakdown on sales of each product handled by Consolidated Television Sales during that time is as follows: All American Game of the Week, 1952 (51 sales); All American Game of the Week, 1953 (22); Pacific Coast Game of the Week, 1952 (3); Big Ten Game of the Week, 1952 (7); Christmas Carol (24); Front Page Detective (76); Public Prosecutor (69), Ringside With the Rasslers (79), Crusader Rabbit (72); Jackson and Jill (48); Paradise Island (55); Going Places With Uncle George (54); TV Closeups (56) and Hollywood Half Hour (127).

REVLON'S MIRROR THEATRE FILMS IN PRODUCTION in Hollywood by Revue Productions, TV subsidiary of the Music Corporation of America. Scheduled for airing on CBS-TV starting September 19 (Sat 10:30-11pm), the program replaces a live presentation on NBC-TV with the same title. The latter has been produced in New York on Tuesdays, 8-8:30pm. The film series will include a program starring Joan Crawford which was made early this year. Budget for first 13 films is reportedly $350,000.

CORNELL FILM CO. ACQUIRES ADVENTURES OUT OF DOORS, featuring Jack Van Coevering, wildlife editor of the Detroit Free Press, with 13 units in the series currently available for distribution. The quarter-hour films revolve about interesting high lights, oddities and sidelights of outdoor activities, with emphasis on hunting, fishing and conservation. Mr. Van Coevering, who interviews the guests and presents the action to the viewers, is a former president of the Outdoor Writers Association of America.

FILM BRIEFS: ABC has signed a film processing contract with General Film Laboratories which provides that the laboratory will process all film, features and cinescopes controlled by the network, for an estimated $1,000,000 per year.....George F. Foley has purchased Richard H. Gordon's interest in "Tales of Tomorrow" prior to starting film production of the series formerly seen live on the ABC-TV network. When the pair terminated their partnership in 1952, Gordon retained a royalty interest in the show. - Cont'd.

[illegible]

[illegible] — [illegible]

[illegible] — [illegible]

[illegible] — [illegible]

[illegible] — [illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

ADD FILM BRIEFS: Prockter Television Enterprises has contracted with Conne-Stephens, Hollywood production firm, to handle all physical production work on Prockter West Coast productions. Terms of the contract have Prockter supplying scripts and directors, with Conne-Stephens supplying all production facilities.....Sandy Howard has announced plans to film "Merry Mailman" the Ray Heatherton starrer. The filmed version will be a weekly, half-hour program, aimed at adults as well as children.... ....Dorothy B. McCann, producer of "Death Valley Days," is currently in Hollywood to prepare a new, as yet untitled, Western series for TV.

NEWS & COMMENT

EDUCATORS WORK WITH COMMERCIAL STATIONS, closely cooperating to develop new techniques with existing facilities. Columbia University's Graduate School of Journalism announced that the school has a new 16mm sound camera and film editing equipment to be used in preparing on-the-spot reports for use on the Columbia "News-O-Rama," 30-minute news program presented over New York's WPIX. Idea is to develop new TV reporting techniques. The equipment purchase was made possible by a $25,000 grant from the William Morris Agency, which handles Columbia's Pulitzer Prize material for TV. Last week, KING-TV, Seattle, presented the first television institute in the Pacific Northwest, instructing 300 educators from Washington in ways to make the best possible use of television. Visiting "faculty" came from all parts of the country.

RICHFIELD OIL EXPANDS SUCCESS STORY on Coast, with a separate presentation of its popular KTTV show over KGG-TV, San Francisco, beginning August 15. "Success Story" has been exclusively on KTTV(Los Angeles) since November, 1950. The KGO-TV version is separately produced, but through the LA office of Hixson and Jorgensen, Inc., advertising, and Edward P. Roden, producer of the KTTV series, which spotlights local companies in various fields.....AT&T reports that the Bell System microwave network now connects 147 stations in 98 U.S. cities.

CLOSED CIRCUIT NOTES: Behind-the-scenes controversy over control of packages on the networks may be affected by the move of some large agencies back into active packaging for their advertisers. Packagers are complaining that the nets are bullish in placing their own package-time combinations, but if more strong agencies return to the fold, the packagers will be in a squeeze, while the nets will have to walk softly to keep from endangering other agency properties. Young & Rubicam is slated to revive its packaging set-up, and others may follow.....Among agencies currently listed as packagers of their clients' shows (with name of package and current net appearance: Western Advertising ("Faith For Today" - ABC); Warwick & Legler ("Blue Ribbon Bouts"-CBS); Sullivan, Stauffer, Colwell & Bayles ("City Hospital"-CBS, "Doorway to Danger"-NBC,then ABC); Compton Advertising ("The Guiding Light"-CBS, "Fireside Theater"-NBC); Biow("Love of Life"-CBS, "Search for Tomorrow"-CBS); J. Walter Thompson ("Lux Video Theater"-CBS, "Kraft TV Theater"-NBC); William Esty ("Man Against Crime"-CBS); Cunningham & Walsh ("Perry Como Show"-CBS); Cayton, Inc.("Greatest Fights of the Century"-NBC); Kudner Agency ("Martin Kane"-NBC); Benton & Bowles ("On Your Account"-NBC); Hutchins("Goodyear & Philco TV Playhouse"-NBC).

PERSONNEL CHANGES: Edward D. Madden, former vice president in charge of TV operations and sales for NBC, has joined Motion Pictures for Television as a vice president of the company.....Warren F. Smith has joined the staff of N. W. Ayer & Son, Inc., as program director of the radio-TV department. Also at Ayer, Roseland Jan VanEmmerik has joined the research section of the radio-TV staff.....Richard Seff has replaced James Merrick as TV representative of the Liebling-Wood Agency. Formerly with Robert Lawrence Productions, Seff will continue to be associated with the latter firm on several television properties he helped develop.....Therese Lewis has joined Fred Coe's staff as story editor for "Mr. Peepers," "First Person," and "Bonino"..... ...Charles Black has been appointed Business Manager of KECA-TV(H'wood). Husband of Shirley Temple, he was with KTTV, H'wood in the Sales Dept., prior to returning to the Navy for two years additional service.

[illegible]

[illegible]

[illegible]

PROGRAM	NET TIME(EDT)	TALENT ROSTER

Most of the shows on August 21, 22, 23 were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday August 28. Script identifications used are: original (O), adaptation (A), staff-written (SW), staff-directed (SD). Performers are identified as singer (S), dancer (D), comic (C), musician (M).

FRIDAY AUGUST 21

The Goldbergs (Gertrude Berg)	NBC 8pm	regulars & Dora Weissman, Louis Sorin, Sarah Korchner; (SW & SD)
Guide Right	DuM 8:30	Gil Lamb (C), Eydie Gorme (S), The Beachcombers(S)
Gulf Playhouse: First Person	NBC 8:30	Crip - (O) by Stewart Stern; with Evelyn Varden, Leo Penn, Kathy Nolan, Arthur Marlowe, Ann Loring
Doorway to Danger (Stacy Harris)	NBC 9pm	(SW) by Harry W. Junkin; with regulars & Sylvia Daneel, Luis Van Rooten, John D. Seymour; (SD)
Campbell TV Soundstage	NBC 9:30	The Dark Room - (O) by Ellis St. Joseph; with Hildy Parks, James Gregory, Charles Nolte

SATURDAY AUGUST 22

Rod Brown of the Rocket Rangers	CBS 11:30	regulars & Stewart Bradley, John Weaver; (SW & SD)
Hopalong Cassidy (William Boyd)	NBC 6:30	Ghost Trails - (SW) by Harrison Jacobs; with regulars; Dir by Thomas Carr (FILM)
Stork Club (Sherman Billingsley)	CBS 7pm	Betty Ann Grove, Bill Tabbert, Gloria DeHaven, Vivienne Segal (all S), John Sebastian, Skitch Henderson (both M)
Sammy Kaye	NBC 8pm	Eileen Barton (S)
Larry Storch	CBS 8pm	Johnnie Johnston (S), Jean Carson, Arnold Stang, Ralph Stantley, Pat Sales, Georgie Marin; (SW & SD)
Sat. Night Revue (Hoagy Carmichael)	NBC 9pm	Helen Halpin, Paul Gilbert, Alan King (all C), Gayla Peevey, Ricky Vera (both S), the Mahoney Dancers, Ralph Marterie & Orch. (FROM HOLLYWOOD)
Medallion Theatre	CBS 10pm	The Quiet Village - (O) by Rod Serling; with Robert Preston; Louisa Horton, Harry Townes, Kermit Murdock; (SD)

SUNDAY AUGUST 23

Toast of the Town (Ed Sullivan)	CBS 8pm	Roberta Peters (S), the DeMarco Sisters (S), Landra & Verna (acro-D), Larry Lynn (unicyclist), Ray Anthony (M)
Rocky King, Detective (Roscoe Karns & Earl Hammond)	DuM 9pm	The Final Curtain - (O) by Jim Beach; with Ann Loring, Kermit Kegley, Rosemary Pettit, Alan Nourse Ronald Dawson; (SD)
Nothing But the Best (Eddie Albert)	NBC 10pm	Pearl Bailey (S), Whittemore & Lowe (M), Calgary Bros,(acro),Bob Herget Dancers(Pat Turner,W.Seibert

[illegible]	[illegible]	[illegible]

[illegible] of the [illegible] [illegible], [illegible], [illegible] [illegible] [illegible] [illegible]. [illegible] [illegible] [illegible]

SUNDAY AUGUST 23 (Cont'd)

Plainclothes Man (Ken Lynch)	DuM 9:30	A Pair of Shoes - with Ann Sorg, Connie Clauson, Robert Carricart, Tommy Maier, Dehl Berti; (SW&SD)
The Web	CBS 10pm	Rainy Day - (O) by Robert Van Scoyk; with Susan Hallaran, Bill Zuckert, Michael Allen, Arthur Batanides, Douglas Chandler, Marion Nobel, Nell Harrison, James Bender, Richard Wendley, Charles Rae King; (SD) by H. Hirschman
Away You Go	WABC	John Conte replaces Bob Haymes as MC; Lou Prentis continues as regular

MONDAY AUGUST 24

Opera vs. Jazz	ABC 7:30	Lawrence Winters, Bette McLaurin (both S)
Voice of Firestone	NBC 8:30	Leonard Warren (S)
Robert Montgomery	NBC 9:30	Grass Roots - (O) by Jerome Ross; with summer stock regulars & Stuart MacIntosh; (SD) by Norman Felton (LAST SHOW IN SUMMER SERIES)
Westinghouse Studio One Summer Theatre	CBS 10pm	The Gathering Night - (O) by Rudyard Kipling (from The Light That Failed), (A) by Joseph Liss, (new A) by Raphael Hayes; with Margaret Phillips, Martyn Greene, Gaby Rodgers, Melville Cooper, Christopher Plummer, Jack Livesey, Stanley Lemin, Peter Deering; Dir by Jim Sheldon
Adolphe Menjou's Favorite Story	WNBT 10:30	The Strange Mr. Bartleby - repeat of film originally shown on 3/22/53 (Credits listed in Vol. 5 No. 9, Page 12)

TUESDAY AUGUST 25

Gene Autry (Pat Buttram & Champion)	CBS 8pm	Gypsy Wagon - (O) by Virginia M. Cooke; with Bernard Szold, Terry Frost, Gloria Talbot, Sandy Sanders, Ewing Mitchell, Lyle Talbot; (FILM)
Revlon Mirror Theatre	NBC 8pm	One Summer's Rain - (O) by Frank Gilroy; with Franchot Tone, Barbara Baxley, Joseph Anthony, Rusty Lane; (SD)
Nothing But the Best (Eddie Albert)	NBC 9pm	Nancy Walker (S&C), Trini Reyes (D), Oscar Peterson (M), Tony Bavaar (S)
Suspense	CBS 9:30	Death in the Pasig - (O) by Raoul Whitfield, (A) by James P. Cavanagh; with Cedric Hardwicke, Lewis Charles, James Nolan, Francisco Salvacion, Narciso Zerda; (S))
Danger	CBS 10pm	Death is My Neighbor - (O) by Frank Gregory; with Walter Hampden, James Dean, Betsy Palmer, Frank Marth, Andrew Duggan; (SD)
Judge for Yourself (Fred Allen)	NBC 10pm	Performers: The Charioteers (S), Raymond Chase (M), Jana Mason (S); Judges: Earl Wilson (columnist), Leon Leonidoff (producer), Robert Whitehead (producer)

A Date with Judy	ABC 7:30	regulars & Daniel Reed; (SW &SD)
Scott Music Hall (Patti Page)	NBC 8:30	Pee Wee Hunt (M), Alan Dean (S) (LAST SHOW IN SERIES)
Kraft TV Theatre	NBC 9pm	The Blues for Joey Menotti - (O) by Rod Serling; with Dan Morgan, Constance Ford, Robert Simon, Edward Binns, Dennis Harrison, Maurice , Everett Chambers, Karen Preiss, Rica Martens, Billy M. Greene; (SD) by Stanley Quinn
I've Got a Secret (Garry Moore)	CBS 9:30	Laraine Day substitutes for Faye Emerson as panelist
Douglas Fairbanks	WNBT 10:30	The Clock - (O) by John Kneubuhl & Jack Ballard, (A) by Lawrence Huntington; with Emrys Jones, Carol Wolveridge, Anthony Ballantyne, Liam Redmond; (FILM)

THURSDAY AUGUST 27

Four Star Playhouse	CBS 8:30	No Identity - repeat of film originally shown on 3/12/53 (See Vol. 5 No. 10, Page 9)
Lux Video Theatre	CBS 9pm	Some Call It Love - (O) by Kathryn Keeley (Memory of a Kiss), (A) by Erna Lazarus; with Gene Raymond, Carole Mathews, Charles McGraw, Kris Miller, Barbara Knudson; Dir by Peter Godfrey (FILM)
Big Town (Pat McVey)&	CBS 9:30	Arthur Lovejoy, Ann Doran, Connie Marshall, Howard Negley, Greta Granstedt, Bobby Ellis; (SW & SD)
Ford Theatre	NBC 9:30	It Happened in a Pawnshop - repeat of film originally shown on 1/8/53 (See Vol. 5 No. 1, Page 10)
Martin Kane (Mark Stevens)	NBC 10pm	Gene O'Donnell, Nancy Devlin, Henry Jones, Boris Aplon, Charlotte Knight, Wolfe Barzell, George Brenlin, Alan Gifford, Martin Newman; (SW & SD)
Pentagon U.S.A. (Addison Richards)	CBS 10pm	Death by Proxy - (O) by William L. Stuart; with Joseph Maross, Harry Townes, Jim Holden, Martin Brooks, Tiger Andrews, Leonard Barry, Norman Keats; (SD)
Foreign Intrigue (Jerome Thor)	WNBT 10:30	F. I. in Hostages - repeat of film originally shown on 2/26/53 (See Vol. 5 No. 8, Page 9)
T Men In Action (Walter Greaza)	NBC 8:30	The Case of the Hide-Away Herd - (SW) by Robert Sloane; with Murray Hamilton, Don Briggs, Loretta Daye, Richard Bishop, Truman Smith, Allan Stevenson, Jeffrey Bryant; (SD) by Dick Schneider (PREMIERE OF NEW SERIES)

FRIDAY AUGUST 28

Man Against Crime (Ralph Bellamy)	CBS 8:30	The Missing Cadet - (O) by B. Loring; with Bram Nossen, Allan Stevenson, Don Grusso, Jacques Aubuchon, Arthur Walsh, Sandy Campbell, George Douth, James Goodwin, Ray Stricklyn, Tommy Tompkins, Tom Taylor, William Penn;(SD,FILM)
Schlitz Playhouse	CBS 9pm	Two Lives Have I - (O) by A.M. Seaholm; with Patricia Medina, Janine Perreau, Philip Carey, John Doucette, Edward Colmans; (SD) by Roy Kellino (FILM)

FRIDAY AUGUST 28 (Cont'd)

Campbell TV Soundstage	NBC 9:30	Wonder in Your Eyes - (O) by S. Lee Pogostin; with Walter Matthau, Nancy Coleman, Clifford Sales; (SD)
Mr. & Mrs. North (Barbara Britton &Richard Denning)	CBS 10pm	Beauty Prize - (O) by DeWitt Bodeen; with Jerome Cowan, Adrienne Marden, Ellen Stansbury, Joan Valerie, Dick Rich, Edward Clark, Ernestine Barrier, Richard Simmons, Lois Hall; (SD, FILM, repeat of show originally seen on 1/23/53)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY AUGUST 21 THROUGH FRIDAY AUGUST 28

Strike It Rich (Warren Hull)	CBS 11:30	F - Carleton Carpenter; M - Portia Nelson (S); W (am) Jule Styne (composer); W (9pm) - Lee Bowman; F - Danton Walker (columnist)
The Guiding Light	CBS 12:45	regulars &: Tu - Arnold Robertson; F - Margaret Burlen (both in running parts)
Garry Moore	CBS 1:30	M - Llemuel the Llama; Thu - Billy Gilbert (C)
Summer School	CBS 4pm	M - Fred Waring & members of the Pennsylvanians; Tu - Walter Slezak; Thu - Dr. Francis L. Utley(lit) F - Henri Marceau (artist) (FROM PHILADELPHIA)
Ted Steele	WPIX 4:30pm	M thru F - Betty Madigan (S), Larry Marvin (S)

SATURDAY AUGUST 29

Larry Storch	CBS 8pm	Harry Bellafonte (S), Eileen Barton (S)
Medallion Theatre	CBS 10pm	Columbo Discovers Italy - (O) by Oscar Schisgall, (A) by David Shaw; with Dane Clark & others

SUNDAY AUGUST 30

Roy Rogers (& Dale Evans)	NBC 6:30	The Train Robbery - (O) by M. M. Raison; with Bob Wilke, Michael Ragan, Reed Howes, Charles M. Heard, William Fawcett; (SD, FILM)
Your Play Time	CBS 7:30	Dear Little Fool - (O) by Agnes Sligh Turnbull, (A) by Rod Amateau; with Leslye Banning, Patrick O'Neal, Sandra Gould, Frank Puglia, Frank Ferguson, Junius Mathews, Paul R. Maxon, O.Z. Whitehead; Dir by Richard Irving (FILM)
Gen. Electric Theatre	NBC 9pm	The Cat with the Crimson Eyes - (O) by Bernard Schoenfeld; with Richard Benedict, Pilar Arcos, Jan Arvan, Edward Colmans, Inez Palange, Eugene Iglesias,Claudia Barrett; Dir by John Brahm (FILM)
Goodyear TV Playhouse	NBC 9pm	Other People's Houses - (O) by Tad Mosel; with Eileen Heckart, Rod Steiger, Joseph Sweeney, Mary Lou Taylor; Dir by William Corrigan
Orchid Award	ABC 9:15	Peggy Lee (S), Ronald Reagan, host (FROM HOLLYWOOD)
Arthur Murray Party	CBS 9:30	Robert Merrill (S), Bil & Cora Baird (puppeteers)

[illegible]

[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]

[illegible]

[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]

[illegible]

[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]

[illegible]

[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]

[illegible]

[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]

AUG 30-SEPT 5, 1953

VOLUME 5 NUMBER 35

EDITOR: Jerry Leichter
ASSOC EDS: David B. Graham
Alvin Sullum

Ross Reports ON TELEVISION

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

CHANGES AND ADDITIONS TO FALL PROGRAMMING REPORT

AMERICAN BROADCASTING COMPANY

Sept	10	QUICK AS A FLASH	Thor Corp.(Henri,Hurst & McD)	Thu 10:30-11pm
		Change from alternate to weekly status.		
	29	MAKE ROOM FOR DADDY*	LuckyStrike(BBDO)&Speidel(SSC&B)	Tue 9-9:30pm
		Change title from "Here Comes Daddy" - Danny Thomas stars		
Oct	7	INSPECTOR MARK SABER*	Sterling Drugs(Dancer-Fitz-S)	Wed 7:30-8pm
		Added to schedule in place of "A Date With Judy"		
	27	U.S. STEEL HOUR	U.S. Steel (BBD&O)	alt Tue 9:30-10:30 pm
		Change starting date from Oct. 13.		
Nov	3	ABC ALBUM	Sustaining	alt Tue 9:30-10:3 pm
		Change starting date from Oct 20.		

COLUMBIA BROADCASTING SYSTEM

Sept	8	THIS IS SHOW BUSINESS	Schick(Kudner)&Carter(SSC&B)	Tue 9-9:30pm
		Change starting date from Sept. 1		
	12	MY FAVORITE HUSBAND*	Simmons(Y&R)&Intntl Silver(Y&R)	Sat 9:30-10pm
		Add to schedule		
	13	JACK BENNY SHOW	Lucky Strike(BBD&O)	Sun 7:30-8pm (1of3)
		Add to schedule - *PRIVATE SECRETARY will be seen two weeks of three.		
	17	MEET MR. McNUTLEY*	Gen.Elec.-small appliances(Y&R)	Thu 8-8:30pm
		Add to schedule		
	27	FRED WARING	Gen.Elec.- Institutional(BBD&O)	Sun 9-9:30pm
		Change to irregular schedule, rather than alternate weeks		
Oct	2	MY FRIEND IRMA	Brown&Williamson-Kool(Ted Bates)	Fri 10-10:30pm
		Add to schedule		
	9	TOPPER *	R.J. Reynolds-Camels(Wm.Esty)	Fri 8:30-9pm
		Add sponsor		

DUMONT TELEVISION NETWORK

Sept	11	CHANCE OF A LIFETIME	P.Lorillard-Old Gold(Lennen&N)	Fri 10-10:30pm
		Add starting date and time slot		

* Film Programs

- MORE

Copyright 1953 by Television Index, Inc.

Ross Reports on Television, service subscription rates (U. S., Canada, Mexico): $110 per year (or $30 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates.

Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming, talent movements, commercial activity; annual industry directories; periodic reports on special aspects of television.

CHANGES AND ADDITIONS TO FALL PROGRAMMING REPORT(Cont'd)

NATIONAL BROADCASTING COMPANY

Sept	8	MY SON JEEP	Sustainining	Tue 8-8:30pm
		Added to schedule as three week fill-in		
	8	WONDERFUL JOHN ACTON	Sustaining	Tue 8:30-9pm
		Added to schedule as three week fill-in		
Oct	6	DINAH SHORE	Chevrolet Dealers(Campbell-Ewald)	Tu & Th 7:30-7:45pm
		Add to schedule		
	11	MAN AGAINST CRIME	R.J.Reynolds-Camels(Wm.Esty)	Sun 10:30-11pm
		Moves from CBS-TV Fri 8:30-9pm slot.		
	20	BOB HOPE SHOW	General Foods(Y&R)	Tue 8-9pm(1 of 4)
		Add to schedule. ROBERT SHERWOOD DRAMAS will be seen four times during season in this time slot.		
	31	NBC OPERA	Sustaining	Sat - indefinite
		Add to schedule		

THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sun(30)

CBS - 1-1:30pm; HIGHLIGHT; Little League Baseball Championship; from WCBS-TV (NY) to the net. Sustaining. Prod - CBS Television Newsfilm Dept. Red Barber will narrate film of the final game of the Little League Championship game played at Williamsport, Pa., on Friday, August 28. WCBS-TV, NY, will carry the program at 4:30-5pm.

CBS - 6-6:30pm NEW TIME; Adventure; WCBS-TV(NY) to the net. Sustaining. Pkgr - CBS-TV in assn. with American Museum of Natural History and American Museum-Hayden Planetarium. Prod - Perry Wolff; Dir - Allen Reisner. Scientific adventure series, formerly seen 6-7pm, will feature the story of Djuka, African civilization in the midst of South America, on this program.

CBS - 6:30-7pm; RETURN; You Are There; from WCBS-TV(NY); 25 stations live, 28 kine & 5 unconfirmed. Sponsor - Electric Companies Advertising Program thru N. W. Ayer and Prudential Insurance Co. of America thru Calkins and Holden, Carlock, McClinton & Smith (alt weeks). Prod - Charles Russell; Dir - Sidney Lumet. Dramatic program recreates historical events as if they were actually happening at the moment, with top newsmen reporting the events. Walter Cronkite will report the program, assisted by Larry LeSueur, Don Hollenbeck, Harry Marble and Edward P. Morgan.

NBC - 5-5:30pm; HIGHLIGHT; St. George and the Dragon; from WNBT(NY) to the net. Sustaining. Prod - Beulah Zachary; Dir - Lewis Gomavitz. "Kukla, Fran & Ollie" will give a repeat performance of their opera production with music written by Jack Fascinato and lyrics by Fascinato and Burr Tillstrom. Arthur Fiedler conducts the NBC Summer Symphony Orchestra.

NBC - 7-7:30pm; DEBUT; The Paul Winchell Show; from WNBT(NY); 43 stations live, 23 kine. Sponsor - Procter & Gamble(Cheer & Camay) thru Young & Rubicam; Agcy Superv-Prod - Joe Scibetta; Dir - Sherman Marks; Writers - Buddy Burtson, Danny & Doc Simon, Leo Salkin, Paul Winchell; Stager & Camera Dir - Harold Eisenstein. Paul Winchell, with his dummy Jerry Mahoney, stars in situation comedy-variety show, with dramatic sketches.

Mon(31)

ABC - 8-8:30pm; NETWORK CHANGE; The Dotty Mack Show; from WCPO-TV(Cincinnati) to the net. Sustaining. Prod-Dir - Abe Cowan; Superv - Ed Weston. Dotty Mack, Bob Braun and Colin Male mimic top recordings. Program was formerly carried over DuMont network, sponsored by Welch's Wine.

NBC - 9:30-10:30pm; RETURN; Robert Montgomery Presents; from WNBT(NY); 49 stations live, 41 kine. Spons - S.C. Johnson (Wax), thru Needham, Louis & Brorby and American Tobacco Co(Lucky Strike Cigarettes) thru Batten, Barton, Durstine & Osborn - alternate weeks. Pkgr - Neptune Prodns; Exec Prod-Robert Montgomery; Prod Superv - Joseph W. Bailey; Prod Asstc - Hank Colman, Fred Cammann; Alt Dirs - Gerald Savory, Norman Felton; Casting Dir - Doris Sharp; Scenery - Syrjala. Robert Montgomery appears on the show weekly as host and narrator, occasionally starring. During the summer, the program presented eight weeks of summer stock, featuring the Robert Montgomery Players (Margaret Hayes, Elizabeth Montgomery, Vaughn Taylor and John Newland.)

Tue(1)

CBS - 7:45-8pm Tue & Thu; RETURN; Jane Froman Show; from WCBS-TV(NY); 24 stations live, 6 kine. Sponsor - Lamp Div. of Gen'l Elec. thru BBD&O (Thu only). Pkgr - CBS-TV; Creator - Irving Mansfield; Prod-Dir - Byron Paul; Writers - Ervin Drake, Irvin Graham, Jimmy Shirl; Music Dir - Henry Sylvern; Choreog - Peter Birch. Program features songs by Miss Froman and the Peter Birch dance group, accompanied by Henry Sylvern's orchestra.

NBC - 9-9:30pm; RETURN; Fireside Theater; from WNBT(NY), ON FILM. 44 stations net, 16 delayed. Sponsor - Procter & Gamble (Crisco, Duz, Ivory Soap) thru Compton Advertising. Prod-Dir - Frank Wisbar; Assoc Prod - Sidney Smith. Gene Raymond appears as host of dramatic series and will star in several of the productions.

NBC - 9:30-10pm; RETURN; Circle Theater; from WNBT(NY); 43 stations live, 6 kine. Sponsor - The Armstrong Cork Co. thru Batten, Barton, Durstine & Osborn. Prod - Hudson Faussett; Dir - James Sheldon. Dramatic series presents plays designed to appeal to the family circle.

Wed(2)

NBC - 8:30-9pm; RETURN; My Little Margie; from WNBT(NY), ON FILM; 32 stations net, 12 delayed. Sponsor - Scott Paper Co. thru J. Walter Thompson. Pkgr - Roland Reed Prodns, H'wood. Prod - Hal Roach; Dir - Hal Yates; Writers - Frank Fox, George Carleton Brown; Prod Mgr - Dick L'Estrange; Asst Dir - Dick Moder; Superv Ed - Rou Luby Ace; Art Dir - Gene Lourie. Gale Storm and Charles Farrell star in situation comedy program formerly seen on CBS-TV sponsored by Philip Morris. Other regular cast members are Don Hayden, Gertrude Hoffman, Clarence Kolb, Hillary Brooke and Willie Best. Replaces Scott Music Hall, which had been seen on alternate weeks.

Thu(3)

ABC - 8:30-9pm; NETWORK CHANGE; Doorway to Danger; from WABC-TV(NY); 16 stations live, 18 kine. Sponsor - American Cigarette & Cigar(Pall Mall) thru Sullivan, Stauffer, Colwell & Bayles. Prod - Jim Hayes, SSC&B; Dir - Fred Carr and Cort Steen(alt weeks); Writers - Martha Wilkerson & Irving Tunick; Musical Dir - Wladimir Selinsky; Sets - Jim Tritippo; Anncr - Ernest Chappell. Stacy Harris and Raymond Bramley are regular in spy thrillers. Program was seen as summer replacement for Big Story(NBC-TV Fri 9-9:30pm), and will be seen in this new slot for five weeks only.

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

Thu(3)

CBS - 9-9:30pm; ORIGINATION CHANGE; Lux Video Theatre; from KNXT(H'wood); 43 stations live, 11 kine (& 30 unconfirmed); Sponsor - Lever Bros(Lux) thru J. Walter Thompson. Pkgr-Prod - J. Walter Thompson; Dirs - Richard Goode & Buzz Kulik (alt.weeks); Script Ed - Richard McDonagh; Sets - William Craig Smith; Music Dir - Rudy Schrager. For four weeks, films produced by Gross-Krasne, were presented, prior to which the program originated live from New York City.

Fri(4)

CBS - 8-8:30pm; RETURN; Mama; from WCBS-TV(NY); 33 stations live, 9 kine. Sponsor - General Foods (Maxwell House Coffee and Minute Rice) thru Benton & Bowles. Pkgr-Prod - Carol Irwin; Dir - Ralph Nelson; Script Ed - Frank Gabrielson; Casting Dir - Doris Quinlan. Situation comedy series based on Kathryn Forbes' novel, "Mama's Bank Account," stars Peggy Wood in title role, with Judson Laire, Rosemary Rice, Dick Van Patten, Robin Morgan, Ruth Gates, Alice Frost, Carl Frank and Kevin Coughlin as company regulars. Returning for its fifth year on TV. Pantomime Quiz was summer replacement.

Sat(5)

DuM - 11:30am-12noon alt weeks; DEBUT; Secret Files of Captain Video; from WABD(NY) to the net. Sustaining. Prod-Editor - Frank Telford; Dir - Pat Fay. Al Hodge, who stars in the regular Captain Video series, will again be seen in the title role, with each telecast featuring a complete science fiction drama. Other characters of the weekday series will make occasional appearances, but will not be regulars in the cast.

NBC - 2-5pm; HIGHLIGHT; National Singles Tennis Quarter-Finals; from WNBT(NY) to the net. Sustaining. Prod - Bill Garden; Dirs - Jack Mills & Jack Dillon. Anncrs - Jack Kramer and Bud Palmer. Coverage of the tennis matches from the West Side Tennis Club in Forest Hills, N. Y. Semi-finals will be telecast on Sunday, Sept 6 and the finals on Monday, Sept 7.

NBC - 9-10:30pm, 3 weeks of 4; RETURN; Your Show of Shows; from WNBT(NY); 57 stations live; Sponsors - Benrus Watch(Cecil & Presbrey); Cat's Paw Rubber Co.(S. A. Levyne, Baltimore); Griffin Mfg.(Bermingham, Castleman & Pierce); Johnson & Johnson Bandaid (Young & Rubicam); S.O.S. (McCann-Erickson) and Shwayder Samsonite Luggage (Grey Advertising). Pkgr-Prod-Dir - Max Liebman; Writers - Mel Tolkin, Mel Brooks, Tony Webster, others; Choreog - James Starbuck; Choral Dir - Clay Warnick; Music Dir - Charles Sanford; Sets - Frederick Fox; Costumes - Paul DuPont; Asst Prod-Casting Dir - Max Siegel. Sid Caesar and Imogene Coca again star, with Carl Reiner and Howard Morris also retained as program regulars. Top guest stars will be used, with general format of the show to change from week to week.

NETWORK SPONSOR ACTIVITY

S.O.S. thru McCann-Erickson picks up sponsorship of the Tuesday segment of Hawkins Falls, U.S.A.(NBC-TV Mon thru Fri 11-11:15am) on September 15.

MILLER BREWING CO. thru Mathisson & Assoc. will sponsor the telecast of the National Professional Football League championship game on Sunday, Dec. 27 on the Dumont net.

THOR, INC. thru Henri, Hurst & McDonald, increases its alternate week sponsorship of Quick As A Flash(ABC-TV Thu 10:30-11pm) to a weekly schedule starting September 10.

CHARLES ANTELL, INC. has named J. M. Mathes to handle its billings on Formula No. 9 Hair Preparation and Charles Antell soaps and shampoos.

LOCAL STATION ACTIVITY

WABC-TV(Ch 7) New York - Report to the People; DEBUT Aug 31; Mon 7-7:15pm. Sustaining. Prod-Dir - Nat Rudich. Rudolph Halley, candidate for Mayor of the City of New York on the Liberal ticket, will give a series of talks.

Johnny Jupiter; DEBUT Sept 5; Sat 5-5:30pm. ON FILM. Sponsor - M & M Candies thru Roy S. Durstine, Inc. Pkgr-Prod - Kagran Productions. Exec Prod - Martin Stone; Prod Superv - Joseph Clair; Creator & Script Coordinator - Jerry Coopersmith; Dir - Howard Magwood at Soundmasters, NYC. Wright King stars in title role, with Pat Peardon and Cliff Hall as other program regulars. Program of same title, but different format,was seen on DuMont last season live.(Nat'l spot)

WABD(Ch 5) NY - I'm The Law; RETURN Sept 1; Tue 9-9:30pm. ON FILM. Sponsor - Monarch Wine Co. thru Donahue & Coe. Pkgr-Prod - Cosman Prodns, Hwood; Prod-Dir - Jean Yarbrough; Dir - George Archainbaud. George Raft stars in dramatic adventure series.

WCBS-TV(Ch 2) NY - New Sunday Schedule EFFECTIVE Aug 30. 9am - The Morning Show; 10am-Our Goodly Heritage; 10:15am - The Port Is My Story; 10:30am - The Morning Show; 11:45am - Laugh Time; 12n-1pm - Space Funnies.

WPIX(Ch 11) NY - Ramar of the Jungle; DEBUT Aug 29; Sat 6-6:30pm. ON FILM. Sustaining. Pkgr-Prod - Arrow Productions, Hwood. Prod - Rudolph Flothow; Dir - Wallace Fox, Paul Landres; Prod Superv - Leon Fromkess; Asst Dir - Wilbur McGaugh & Wm. McGarry; Script Ed - Sherman Lowe; Writers - Various; Sets - Archie Hall, William Ross. Jon Hall stars in adventure series filmed in Africa and India.

KTTV(Ch 11) Los Angeles - Town Hall Party; DEBUT Aug 29; Sat 10:30pm-12:30am. Sponsors - Participations. Prod - Bill Wagnon. Jay Stewart will MC new Western musical program, with Tex Williams and his band. Top cowboy stars will guest on the show.

Paul Coates Confidential; DEBUT Aug 30; Sun 10:30-11pm. Sponsor - Stewart-Warner thru Harry Shane, Inc. Prod - Paul Coates & M.B.Scott; Dir - Dave Harvey. New program will have Coates exposing gambling, graft and what goes on behind the scenes in Southern California.

WNHC-TV(Ch 6) New Haven - Junior Roundtable; DEBUT Sept 1; Tue 6-6:30pm. Sustaining. Parker Lansdale, Boys Work Secretary of the YMCA, will moderate new program on which teen-aged boys and girls will appear to discuss topics most timely for the teen-ager.

KGO-TV(Ch 7) San Francisco - My Sister and Eye; DEBUT Aug 28; Fri 6:15-6:30pm. Sponsor - Palace Piano Co thru Carl Christopher Agency. Dir - Tom Weatherwax. Ross Allen and Randi, brother and sister team, in new record pantomime program.

FILM REPORT

GIL RALSTON-ARTHUR RIPLEY FORM PRODUCTION COMPANY, both partners formerly on the staff of Sovereign Productions as producers. The new firm, Ralston-Ripley Productions, will distribute their output through Sovereign, of which Stuart Reynolds is president. Robert Stevenson will be an executive of the new corporation and will serve as director-writer. Ripley will produce and direct, and Al DeGaetano will be film editor.

[illegible]

[illegible] - [illegible] Bob [illegible] (Bob [illegible]) [illegible] - [illegible] Bob [illegible], [illegible] [illegible] [illegible]

ANNIE OAKLEY SERIES PURCHASED BY CANADA DRY for showings in fifty markets starting January 1. The soft drink firm currently sponsors Terry and the Pirates on a spot basis, dropping that in favor of the new Western series which stars Gail Davis. Produced by Armand Schaefer of Flying A Productions, Annie Oakley features Brad Johnson in a supporting role.

LOS ANGELES STATION KTTV ACQUIRES SUPERMAN CARTOON SERIES, formerly released theatrically by Paramount in 1941, '42 and '43, and will start showing the films this week. Acquired from Motion Pictures for Television, the cartoons will be used on the station's "Sheriff John's Cartoon Time". The contract calls for exclusive rights in the Los Angeles area.

NEWS AND COMMENT

ROUNTREE-SPIVAK END PARTNERSHIP. Martha Rountree and Lawrence E. Spivak ended their long-time partnership and separated their interests in several radio-TV packages through contracts signed August 20. Under the new set-up, Spivak has bought the Rountree interest in Meet The Press and Big Issue, but Miss Rountree will continue as moderator of both programs. Spivak will also continue as panel member on both programs. For her part, Miss Rountree and her husband, Oliver M. Presbrey, have formed Rountree-Presbrey, Inc., to be active in radio-TV packaging, advertising, publishing and manufacturing fields. The new firm owns and produces Leave It To The Girls, Washington Exclusive and Nation's Press Conference, all TV.

NEWS BRIEFS: Advertising Federation of America and WAAM, Baltimore, will work together on a pilot TV program to promote the public's understanding of advertising through tests of TV techniques on a local basis.....TelePrompTer Corp. is moving its script and engineering offices to 23 West 57th Street, New York, on September 1. Executive offices remain at 270 Park Avenue.....Young & Rubicam, Los Angeles, will move its general ad offices to 611 Wilshire Blvd., effective Oct. 1. The radio and television department remains at 6253 Hollywood Boulevard, Hollywood.

NEW NETWORK AFFILIATIONS: To CBS-TV: WCAN-TV(Ch 25), Milwaukee, Wis., owned & operated by Midwest Broadcasting Co., Lou Poller, president and general manager.(Sept 15). To DuMont: KCTY(Ch 25), Kansas City, Mo.,owned by Empire Coil Co. To ABC-TV: WSLS-TV(Ch 10), Roanoke, Va.,owned by Shenandoah Life Stations, Inc., Horace Fitzpatrick, General Manager (July 18); WLVA-TV(Ch 13), Lynchburg, Va.,Philip P. Allen is General Manager for owner, Lynchburg Broadcasting Corp.(July 22) and WILS-TV(Ch 54) Lansing, Mich.,owned by Lansing Broadcasting Co., W. A. Pomeroy, General Mgr.(Sept 15).

PERSONNEL CHANGES: Norman Blackburn, a vice president and director of radio & TV for Geyer Advertising, has resigned from the agency to concentrate on the creative and productive phases of TV, his future plans to be announced upon his return from vacation.....Michael M. Sillerman, sales management executive of Ziv Television Programs, has resigned, and upon his return from a trip to California, will announce the formation of a new TV film production and distribution company.....Dallas S. Townsend, Jr., has been named Manager of the CBS Television News Department.....Ted Fetter, who resigned from BBD&O where he produced "Your Hit Parade," has joined CBS-TV to work in color television programming.....G. A. Bradford has been appointed manager of advertising and sales promotion for the General Electric radio & TV department. He has been with the firm since 1950.....William R. Seth, former vice president of Needham & Grohman, has joined Lewin, Williams & Saylor, Inc., New York, as vice president in charge of radio & TV and account executive.....Carmine Patti, coordinator of traffic operations for DuMont, has been named assistant traffic manager for the network.....Victor Ratner has resigned from Theater Network Television to join McCann-Erickson in an executive creative capacity in charge of new program development.

PROGRAM	NET TIME(EDT)	TALENT ROSTER

Most of the shows on August 28, 29 30 were listed in last week's report. Changes & additions are included here for the record. Multiple and across the board shows are grouped together after the listing for Friday, September 4. Script identifications used are: original (O), adaptation (A), staff-written (SW), staff-directed (SD). Performers are identified as singer (S), dancer (D), comic (C), musician (M). Live shows are listed in caps in the left column; filmed shows are in upper & lower case letters, underlined.

FRIDAY AUGUST 28

THE GOLDBERGS (Gertrude Berg)	NBC 8pm	regulars; (SW & SD)
PANTOMIME QUIZ (Mike Stokey)	CBS 8pm	regulars & Lynn Bari, Jeff Donnell, Jimmy Lydon, Richard Erdman (FROM HOLLYWOOD)
GULF PLAYHOUSE: FIRST PERSON	NBC 8:30	The Lady Looks Ahead - (O) by Harry Muheim; with Judith Evelyn, Shepperd Strudwick, Louise Larabee, Robert P. Lieb, Nina Hansen; (SW & SD)
GUIDE RIGHT (Don Russell)	DuM 8:30	Tony Bennett (S), DeMarco Sisters (S), Ray Bloch (M) 2nd Army Band of Fort Mead, Royal Canadian Signals Band
The Big Story (Bob Sloane)	NBC 9pm	Walter Winchell, New York Daily Mirror - (SW) by Max Ehrlich; with George Petrie, Robert Fuller, Boris Aplon, Robert Middleton, Russell Hardie, Constance Ford; (SD) by Dick Schneider; (ON FILM, THIS SHOW ONLY)
CAMPBELL TV SOUNDSTAGE	NBC 9:30	Wonder in Your Eyes - (O) by S. Lee Pogostin; with Walter Matthau, Nancy Coleman, Clifford Sales; (SD)

SATURDAY AUGUST 29

ROD BROWN OF THE ROCKET RANGERS	CBS 11:30am	regulars & John Craven, Sydney Smith; (SW by Jack Weinstock, Willie Gilbert; (SD)
TOM CORBETT, SPACE CADET (Frankie Thomas)	Sat 11:30 (alt. wks.)	regulars: Frankie Thomas, Jan Merlin, Al Markim, Edward Bryce, Carter Blake; & Jock MacGregor; (SW) by Albert Aley; (SD) by Ralph Ward
Hopalong Cassidy (William Boyd)	WNBT 6:30	The Marauders - with regulars & Andy Clyde, Rand Brooks; (SW & SD)
STORK CLUB (Sherman Billingsley)	CBS 7pm	Ann Crowley, Bill Tabbert, Monica Lewis (all S), Ted Straeter (M&S), Jon Whitcomb (artist)
ETHEL & ALBERT (Peg Lynch & Alan Bunce)	NBC 7:30	Bill Grey, Jane Rose, Joy Reese, Bert Thorn, Jason Johnson, Charles Senna (SW)by Peg Lynch; (SD) by Walter Hart
LARRY STORCH	CBS 8pm	Eileen Barton (S); kill: Harry Bellafonte; add: Ralph Stantley, Gertrude Kinnell, Pat Sales, Joey Ross, Jim Nolan, Thelma Pelish, Milton Frome, Mildred Hughes, Murray Schlamm, Janet Paul; (SW & SD)
SAT. NIGHT REVUE (Hoagy Carmichael)	NBC 9pm	Al Goodman & Orch.; Paul Gilbert, Helen Halpin (both (C), Gayla Peevey, Ricky Vera (both S) Minola Mira(S)

SATURDAY AUGUST 29 (Cont'd)

MEDALLION THEATRE	CBS 10pm	Columbo Discovers Italy - (O) by Oscar Schisgall, (A) by David Shaw; with Dane Clark, Robert Argent, Vincent Barbi, Frank Campanella, Augusta Merighi, Remo Pisani, Grace Raynor, Roc Rogers, Aristede Sigismondi; (SD)

SUNDAY AUGUST 30

YOU ARE THERE (Walter Cronkite)	CBS 6:30	The Fate of Nathan Hale - (O) by Jeremy Daniel; with Paul Newman, George Mathews, Jack Livesey, George Keane, Richard Kiley, Edmon Ryan, Dan Frazier; (SD) by Sidney Lumet (PREMIERE OF NEW SERIES)
PAUL WINCHELL	NBC 7pm	Diane Sinclair & Ken Spaulding (D), Ann Hillary, Gene Lockhart
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Nanette Fabray (S), Wally Boag (C), Trudi Tache (S), McHenry Boatwright (S), Larry Lynn, Ray Anthony (M)
GOODYEAR TV PLAYHOUSE	NBC 9pm	Other People's Houses - (O) by Tad Mosel; with Eileen Heckart, Rod Steiger, Joseph Sweeney, Mary Lou Taylor; add: Earl Rowe; Dir by William Corrigan
ROCKY KING, DETECTIVE (Roscoe Karns & Earl Hammond)	DuM 9pm	Timetable - (O) by Brad Wilkinson; with Stewart Bradley, Nat Polen, Lisa Clark, Joe Leberman, Rod Colbin; (SD)
PLAINCLOTHES MAN (Ken Lynch)	DuM 9:30	Death on the Farm - with Jim Boles, Tony Carr, Ellen Muir, Rusty Arden, Bill Keene; (SW & SD)
NOTHING BUT THE BEST (Eddie Albert)	NBC 10pm	Les Paul & Mary Ford (M&S), Maria Tallchief (D), Cliff Norton (C)
THE WEB	CBS 10pm	Hear No Evil - (O) by Eileen & Robert Mason Pollock; with Mildred Dunnock, Ted Osborne, Bartlett Robinson, William Sharon, Joe Maross, Douglas Rutherford; (SD) by Lela Swift

MONDAY AUGUST 31

OPERA VS. JAZZ	ABC 7:30	Irra Petina, Richard Hayes (both S)
VOICE OF FIRESTONE	NBC 8:30	Lois Hunt (S)
ROBERT MONTGOMERY	NBC 9:30	First Vice-President - (O) by Joan Transue, (A) by S.N. Savage; with Brian Donlevy, Olive Blakeney, June Dayton, Dean Harens, Chester Stratton, Pat Englund, Kathleen Comegys, Addison Richards, Ann Dere, John Shellie, Margaret Draper; (SD) by Gerald Savory (PREMIERE OF FALL SERIES)
WESTINGHOUSE STUDIO ONE SUMMER THEATRE	CBS 10pm	Letter from Cairo - (O) by James Robbins Miller, (A) by Worthington Miner; with Lilyan Chauvin, Peter Hobbs, Herbert Berghof, Barbara Joyce, John Raby, Lotte Stavisky, John Raby, Anthony Deardon, Beatrice Pons, George Kilroy, Ronald Spaeth, Lisa Osten; Dir by Matt Harlib (Show originally done on 12/4/50)
Adolphe Menjou's Favorite Story	WNBT 10:30	Prison with the Open Door - repeat of film originally shown on 3/29/53 (See Vol. 5, No. 13, P. 8)

TUESDAY SEPTEMBER 1

Gene Autry	CBS 8pm	The Bandidos - with Wendy Waldron, Lyle Talbot, Harry Lauter, Lane Chandler, William Fawcett;(SW&SD)
BLIND DATE	DuM 8pm	Jerry Wald (M)
REVLON MIRROR THEATRE	NBC 8pm	The Bottle Party - (O) by John Collier, (A) by Whitfield Cook; with Maria Riva, Murray Hamilton, John Baragrey, Nita Talbot, Robert Emhardt, Robert Carroll, Reba Tassell; (SD)
Fireside Theatre (Gene Raymond)	NBC 9pm	The Traitor - (O) by Forrest Kleinman, (A) by Eugene Vale; with Don Keefer, Jerry Paris, Hugh Beaumont, Bob Sherman, James Best, Gayle Kellogg, Harry Harvey, Jr., Keye Luke, Richard Loo, Philip Ahn, Barbara Jean Wong, W. T. Chang, Weaver Levy; (SD) by Frank Wisbar(PREMIERE OF RETURNING SERIES)
ANYONE CAN WIN	CBS 9pm	guests: Herman Hickman, Kay Francis
ARMSTRONG o THEATRE	NBC 9:30	Judgement - (O) by Nicholas Baehr; with Madge Evans, Robert Keith, Larry Robinson, Tony Bickley, Abby Lewis, Fred Hillebrand; (SD) by Jim Sheldon(PREMIERE OF RETURNING SERIES)
SUSPENSE	CBS 9:30	Paradise Junction - (O) by Meade Roberts; with Tod Andrews, Dorothy Donahue, Irene Cowan, Ralph Roberts Charles Mayer; circus performers: Ben-Ali (fire-eater), Helen Waters (fat lady), Albert Shhirm (strong man), Bill Abel (tattatooed man), Charles Bolender (midget), Dave Ballard (giant), Ziggy the Chimp (SD)
DANGER	CBS 10pm	The Innocent & the Guilty - (O) by Norman Katkov, (A) by Mel Goldberg; with Jerome Thor, Lili Darvas, Clay Clement, Howard St. John, James Broderick, Frank Thomas, Virginia Mahon, Cullen Desmond, Marilyn Mohr;(SD)
JUDGE FOR YOURSELF (Fred Allen)	NBC 10pm	Jenny Collins (S), Bobby Shields (C), Georgie Tapps (D)
YOUTH TAKES A STAND	CBS 10:30	add: Charles Collingwood as moderator

WEDNESDAY SEPTEMBER 2

A DATE WITH JUDY	ABC 7:30	regulars & Charlotte Knight (SW & SD)
KRAFT TV THEATRE	NBC 9pm	Quite a Guy - (O) by Anne Hall & Marshall Smith; (A) by Robert Howard Lindsay; with Allen Nourse, Richard Carlyle, Barry McGuire, Nancy Devlin, James Goodwin, Maurice Manson, Eleanor Wilson, Michael Dreyfuss, Tommy Tompkins, Arthur Quinn, Paul Roebling; (SD)
Douglas Fairbanks	WNBT 10:30	Lochinvar - (O) by Sir Walter Scott, (A) by Leslie Arliss; with Fairbanks, David Walker, David Keir, Andrew Cruikshank, Eileen Moore, Leslie Perrins, Mark Daly, Charles Carson, Mary Germaine, Rufus Cruikshank; Dir by Leslie Arliss

THURSDAY SEPTEMBER 3

T MEN IN ACTION (Walter Greaza)	NBC 8:30	The Case of the Crooked Thief - (SW) by Alvin Boretz; Wesley Addy, Mark Roberts, George L. Smith, Ralph Stantley, Jim Boles, Boris Aplon, Somer Alberg, Bill Grey; (SD)

THURSDAY SEPTEMBER 3 (Cont'd)

TALES OF THE CITY	CBS 8:30	The Poet - with Hume Cronyn, Diana Douglas, Bertha Belmore, Paula Bauersmith, Lori March; (SD)
DOORWAY TO DANGER (Stacy Harris)	ABC 8:30	(SW) by Martha Wilkerson; with Miriam Goldina, Wolfe Barzell, Peter Zernick, Grant Gordon, Paul Genge, Coe Norton; (SD) by Fred Carr
LUX VIDEO THEATRE	CBS 9pm	Message in a Bottle - (O) by Gerald Holland; with Ronald Reagan, Maureen O'Sullivan & others; (SD) by Richard Goode; (FROM HOLLYWOOD)
Big Town (Pat McVey, Jane Nigh)	CBS 9:30	George Macready, Courteen Landis, Robert Rockwell; (SW & SD)
Ford Theatre	NBC 9:30	Sermon of the Gun - repeat of film originally shown on 1/22/53 (See Vol. 5 No. 3, Page 11)
MARTIN KANE (Mark Stevens)	NBC 10pm	Dan Morgan, Merrill Joels, Constance Ford, Peter Gray, Lewis Charles, Guy Sorel, Michael Higgins, Charles Reynolds, Martin L. Stevens, Sam Alexander; (SW & SD)
PENTAGON U.S.A. (Addison Richards)	CBS 10pm	(O) by James Cavanagh; with Frank Maxwell, Edward Binns, & others to be announced; (SD)
Foreign Intrigue (Jerome Thor)	WNBT 10:30	F.I. in Revenge - repeat of film originally shown on 3/26/53 (See Vol. 5 No. 12, Page 9)
CITY HOSPITAL (Melville Ruick)	CBS 10:30 (alt wks.)	Mike Ingram, Eugene Francis, Jay Barney, Shirley Hayes, Jean Ellyn, Arthur Cassell; (SW & SD)

FRIDAY SEPTEMBER 4

Man Against Crime (Ralph Bellamy)	CBS 8:30	Killer Cat - repeat of film originally shown on 12/10/52 (See Vol. 4 No. 7, Supplement B, Page 10)
Schlitz Playhouse	CBS 9pm	The Perfect Secretary - (O) by Therese Lewis; with Margaret Hayes, John Newland, Douglas Kennedy, Anne Seymour, Connie Van, Renny McEvoy, Charles Watts, Lois Austin, Arthur Lovejoy; (SD) by Roy Kellino
THE BIG STORY	NBC 9pm	Charlie Manning, Greensboro, N.C. Daily News - (O) by Norman Lessing; with Walter Brooke, Martin Newman, Jack Arthur, Cliff Hall, Winifred Cushing, Donald McKee, Carol Veazie, Charlotte Knight, Alan Devitt; (SD)
CAMPBELL TV SOUNDSTAGE	NBC 9:30	The Square Hole - (O) by Frank P. DeFelitta; with Art Carney, Roni Dengel, Dorothy Sands, Richard Bishop; (SD)
Mr. & Mrs. North (Richard Denning & Barbara Britton)	CBS 10pm	Third Eye - (O) by Barry Trivers; with Fifi D'Orsay, George E. Stone, Dolores Moran, Larry Blake, Bobby Watson, Mara Corday, Pat Collins, Richard Simmons, Karen Norris, Gloria Blondell, Edward Earle; (SD)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY AUGUST 28 THRU FRIDAY SEPTEMBER 4

HAWKINS FALLS	NBC 11am	M thru F - add regulars: Jim Bannon, Henry Barnard
THE BENNETTS	NBC 11:15	M thru F - add regulars: Carl Betz, Gertrude Breen, David Tyrrell, Audrey Phelan, Bob Baron, Elsbeth Hofman; (SW & SD, BOTH SHOWS ABOVE, FROM CHICAGO)

STRIKE IT RICH (Warren Hull)	CBS 11:30	M - Ernie Harwell (announcer); W (am) - Nicole Maurey; W (9pm) - Ted Mack; F - Jim O'Connor(jrnlst)
LOVE OF LIFE	CBS 12:15	M thru F - regulars only
SEARCH FOR TOMORROW	CBS 12:30	M thru F - regulars return: Richard McMurray, George Petrie, Mary Patton, Bernard Grant, Ian Martin; (SW & SD)
GARRY MOORE	CBS 1:30	Tu - Kaye Ballard
TED STEELE	WPIX 4:30	M thru F - Miguelito Valdez (M)
CAPTAIN VIDEO (Al Hodge & Don Hastings)	DuM 7pm	M thru F - (O) by James Blish; with regulars & Lawrence Fletcher, Malcolm Beggs, Logan Field, Lois Nettleton
EDDY ARNOLD	NBC 7:30	Tu & Thu - Goldie Hill (S) (FROM CHICAGO)
CHRONOSCOPE	CBS 11pm	M-W-F - kill: Charles Collingwood as editor; add: Edward P. Morgan in that capacity
MONO-DRAMA THEATRE	WABD 11:15	M thru F - Carmen in Brooklyn - (O) by Prosper Merimee, (A) by Naomi Rockwell; with Ann Thomas; (SD)

SATURDAY SEPTEMBER 5

SECRET FILES OF CAPTAIN VIDEO (Al Hodge)	DuM 11:30am (alt wks.)	(O) by James Blish; with Werner Klemperer, Maurice Wells, Hugh Rennie, Leni Stengel, Hal Riddle; (SD) by Pat Fay (PREMIERE OF NEW SERIES)
MEDALLION THEATRE	CBS 10pm	The Scent of the Roses - (O) by Mary E. Wilkins Freeman, (A) by David Shaw; with Martha Scott; (SD)
LARRY STORCH	CBS 8pm	The DeMarco Sisters (S) & others to be announced

SUNDAY SEPTEMBER 6

Roy Rogers (& Dale Evans)	NBC 6:30	Go For Your Gun - (O) by Dwight Cummins; with Carl "Alfalfa" Switzer, James Diehl, Bob Wilke, Michael Ragan, George Lewis, William Fawcett, Reed Howes; (SD)
Your Play Time	CBS 7:30	Mansion for Jimmy - (O) by M. Coates Webster; with Robert Paige, Gordon Oliver, Mary Lawrence, Dorothy Adams, Patric David Mitchell, Paul Collins, Gordon Gerbert; Dir by Richard Irving
Gen. Electric Theatre	CBS 9pm	Twinkle, Twinkle Little Star - (O) by James Dobson; with Dobson, Marilyn Maxwell, Mabel Albertson, Joel Marston, Olan Soule, Saul Gross, Betty Bassett
ORCHID AWARD	ABC 9:15	Gordon MacRae (S); Ronald Reagan (host);(FROM H'D)
ARTHUR MURRAY PARTY	CBS 9:30	Nanette Fabray (S), Will Jordan (C), Mayo Bros.(D)
THE WEB	CBS 10pm	The Lake - (O) by Eileen & Robert Mason Pollock; with Henry Jones, Georgiann Johnson, James Gregory, John Shay; (SD) by Herb Hirschman

[illegible]

[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]

SEPTEMBER 6-12, 1953

VOLUME 5 NUMBER 36

EDITOR: Jerry Leichter
ASSOC EDS: David B. Graham
Alvin Sullum

Ross Reports ON TELEVISION

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sun(6)

ABC - 9-9:15pm; RETURN; Walter Winchell; from WABC-TV(NY); 29 stations live, 7 hot kine. Sponsor - Gruen Watch Co. thru McCann-Erickson. Prod - John T. Madigan; Dir - Marshall Diskin. Frank Sinatra and George Jessel will be Winchell's guests as program returns to air after summer hiatus. Formerly, TV show was seen 6:30-6:45pm, and will now be simulcast.

CBS - 4:30-5pm; HIGHLIGHT; Labor, '53; from WTOP-TV(Washington, D.C.) to the net. Sponsor - American Federation of Labor. Prod - Ted Ayres. Walter Cronkite will narrate the documentary program designed to show the role of free labor in the U.S. today, in combatting Communism here and abroad. Also appearing will be George Meany, President of the AFL; Nelson Hale Cruikshank, AFL authority on social security, and Boris Shiskin, AFL economic expert.

NBC - 2-4:30pm; HIGHLIGHT; National Singles Tennis Championships; from WNBT(NY) to the net. Sustaining. Prod - Bill Garden; Dirs - Jack Mills & Jack Dillon. Don Budge and Bud Palmer are announcers for coverage of semi-final matches on Sunday and finals on Monday (2-5pm).

Mon(7)

NBC - 1:30-2pm; HIGHLIGHT; Harry S. Truman - Labor Day Address; from WWJ-TV (Detroit) to the net. Sustaining. The former President will speak before a joint rally of the American Federation of Labor and the Congress of Industrial Organizations. G. Mennen Williams, governor of Michigan, will introduce Mr. Truman.

Tue(8)

CBS - 9-9:30pm; RETURN; This Is Show Business; from WCBS-TV(NY); 32 stations live, 33 kine. Sponsor - Schick, Inc. thru Kudner and Carter Products (Arrid & Rise) thru Sullivan, Stauffer, Colwell & Bayles. Prod - Irving Mansfield; Dir - Byron Paul. With program return there will be no more "problems" presented by guest entertainers. In their place will be discussions, anecdotes, conversation and an exchange of show business news, with visiting entertainers discussing their plans for the immediate future. Clifton Fadiman is moderator, with George S. Kaufman and Sam Levenson as permanent panelists.

Copyright 1953 by Television Index, Inc.

Ross Reports on Television, service subscription rates (U. S., Canada, Mexico): $110 per year (or $30 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates.

Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming, talent movements, commercial activity; annual industry directories; periodic reports on special aspects of television.

[illegible]

[illegible]

[illegible]

Tue(8)

NBC - 8-8:30pm; NEW TIME; My Son Jeep; from WNBT(NY) to the net; Sustaining; Pkgr - Robert K. Adams for Jeep Productions; Prod - Hudson Faussett; Dir - Kirk Browning; Writers -Walter Black & William Mendrek. Family situation comedy starring Jeffrey Lynn and featuring Martin Huston, will be seen in this time slot for 3 weeks only. Formerly Sat 7:30-8pm.

NBC - 8:30-9pm; NEW TIME; Wonderful John Acton; from WNBT(NY) to the net. Sustaining. Prod - Edward A. Byron; Dir - Grey Lockwood; Writers - Edward A. Byron, Martha Wilkerson, Robert Shaw, William Kendall Clarke. Semi-autobiographical story of Irish family living in Kentucky shortly after World War I, with Harry Holcombe, Ian Martin, Virginia Dwyer, Jane Rose and Ronnie Walken. Moves to this time for 3 weeks only from Sun 10-10:30pm, and with My Son Jeep, replaces Revlon Mirror Theater and Break the Bank.

Wed(9)

DUM - 9:30-10pm; DEBUT; On Your Way; from WABD(NY); 14 stations live; Sponsor-Welch's Wine Div. of Quality Importers thru Monroe Greenthal Co., Inc. Exec Prod - Lawrence White; Prod - Bud Collyer; Dir - Martin Magner. Bud Collyer stars on new audience participation show, operating on the premise that New Yorkers must travel to another city for reasons of finance, health, or because they are stranded. The show affords participants the opportunity to win their passage money. Strawhatters, formerly 8:30-9:30pm, now 9-9:30pm. Meet Your Congress now 8:30-9pm.

Thu(10)

ABC - 8-8:30pm; RETURN; Quick As A Flash; from WABC-TV(NY); 18 stations live, 2 kine (others unconfirmed). Sponsor - Thor Corp. (Washing Machines, Ironers, etc.) thru Henri, Hurst and McDonald (Chi); Pkgr - Moss & Lewis; Prod - Dick Lewis; Dir - Harold Loeb. Bud Collyer MC's audience participation show, returning on a weekly basis (formerly alternate weeks only).

Fri(11)

DUM - 10-10:30pm; NETWORK CHANGE; Chance of a Lifetime; from WABD(NY); 10 stations live; Sponsor - P. Lorillard Co. (Old Gold Cigarettes) thru Lennen & Newell. Pkgr - Robert Jennings Productions; Prod - Herb Moss; Dir - Lew Sposa; Music - John Gart. Dennis James continues as star of professional talent program, with three performers competing each week for top prizes. Formerly seen ABC-TV Thu 8:30-9pm.

Sat(12)

ABC - 8:30-9pm; NEW TIME; Madison Square Garden; from WABC-TV(NY) ON FILM. Sustaining. Pkgr-Prod - Les Winik. Highlights of sports events which have taken place at New York's Madison Square Garden; formerly seen Thursdays, 9-9:30pm.

CBS - 11:30am-12noon; CHANGE TITLE & ADD SPONSOR; Rocket Ranger; from WCBS-TV (NY); 23 stations live, 7 kine (& 5 unconfirmed); Sponsor - Post Cereals Division of General Foods thru Young & Rubicam. Exec Prod - William Dozier; Prod-Dir - George Gould; Writers - Jack Weinstock, Willie Gilbert, Don Moore, Ted Sturgeon. Science fiction adventure series was formerly titled Rod Brown of the Rocket Rangers. Cliff Robertson heads the cast, and other program regulars are John Boruff, Jack Weston and Bruce Hall.

CBS - 6:45-7pm; DEBUT; Peak of the Sports News; from WCBS-TV(NY) to the net; Sponsor - Commercial Solvents Corp. thru Fuller & Smith & Ross. Prod - Judson Bailey; Dir - Lloyd Gross. Red Barber stars in program devoted to general sports news. First program originates from WTMJ-TV,Milwaukee.

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

Sat(12)

CBS - 9:30-10pm; DEBUT; My Favorite Husband; from KNXT(H'wood);to the net. Sponsor - Simmons Co. (Mattresses) & International Silver Co., both thru Young & Rubicam. Pkgr - CBS-TV; Dir - Norman Tokar; Script Superv - Don Quinn; Writers - Sol Saks & Nate Monaster; Sets - Robert T. Lee; Music - Lud Gluskin. Joan Caulfield and Barry Nelson co-star in new domestic comedy series, presented on CBS Radio from 1948 to 1951 with Lucille Ball and Richard Denning as Liz and George Cooper, characters created by Isabel Scott Rorick.

NBC - 8-8:30pm; DEBUT; Bonino; from WNBT(NY); 57 stations live (approx); Sponsor - Philip Morris Co. (Dunhill Cigarettes), for three consecutive weeks, then alternates with Lady Esther, Ltd. (Cosmetics) - both thru The Biow Co. Exec Prod - Fred Coe; Prod-Dir - Gordon Duff; Writers - Robert Alan Aurthur and David Shaw; Musical Dir - Donald Voorhees. Conceived by Thomas W. Phipps and Robert Alan Aurthur. Ezio Pinza stars in situation comedy about a concert singer, who is the father of eight motherless children, and his attempt to bring them up. Other cast regulars are Mary Wickes, David Opatashu, Mike Kellin, Conrad Janis, Lenka Petersen, Chet Allen, Oliver Andes, Gaye Houston, Van Dyke Parks, and two other children to be selected.

NBC - 9-10:30pm; RETURN; Your Show of Shows; from WNBT(NY); 57 stations live. Sponsors - Benrus Watch(Cecil & Presbrey); Cat's Paw Rubber Co.(S.A. Levyne, Baltimore); Griffin Mfg.(Bermingham,Castleman & Pierce); Johnson & Johnson Bandaid (Young & Rubicam)); S.O.S. (McCann-Erickson) and Shwayder Samsonite Luggage(Grey Advertising). Pkgr-Prod-Dir - Max Liebman; Writers - Mel Tolkin, Mel Brooks, Tony Webster, Hannah Grad Goodman, Joe Stein and Lucille Kallen (returning in January). Choreog - James Starbuck; Choral Dir-Clay Warnick; Music Dir - Charles Sanford; Sets - Frederick Fox; Costumes - Paul DuPont; Asst Prod-Casting Dir - Max Siegel. Sid Caesar and Imogene Coca again star, with Carl Reiner and Howard Morris also retained as program regulars. Top guest stars will be used, with general format of the show to change from week to week. Will be seen three weeks out of four, with All Star Revue (tentative title) to be seen on fourth week. Mistakenly carried last week as returning September 5. See additional writers listed above.

NBC - 10:30-11pm; RETURN; Your Hit Parade; from WNBT(NY); 62 stations live, 35 kine. Sponsor -American Tobacco Co. (Lucky Strike Cigarettes) thru Batten, Barton, Durstine & Osborn. alternating with Crosley Division of Avco Mfg., also thru BBD&O. Prod-Cast - Dan Lounsbery, BBD&O; Dir - Clark Jones, NBC; Choreog - Tony Charmoli; Music Dir - Raymond Scott; Choral Dir - Gene Lowell; Asst Prod-Writer - William Nichols; Sets - Paul Barnes; Anncr - Andre Baruch. Dorothy Collins, Snooky Lanson, Russell Arms and Gisele MacKenzie will be the singers backed by Raymond Scott's orchestra, plus the Hit Parade Singers and Dancers. Private Secretary filled time slot for American Tobacco Co., and moves back to CBS-TV on September 20, alternating two weeks out of three with the Jack Benny Show, 7:30-8pm.

NETWORK SPONSOR ACTIVITY

KRAFT FOODS CO. thru J. Walter Thompson will sponsor a second weekly full-hour live dramatic production of Kraft Television Theater starting October 15. Currently represented on NBC-TV (Wed 9-10pm), the new program will be seen on ABC-TV (Thu 9:30pm).

CARTER PRODUCTS(Arrid, Rise) thru Sullivan, Stauffer, Colwell & Bayles, drops City Hospital (CBS-TV alt Thu 10:30-11pm) in favor of Place the Face, which is currently sponsored in the alternate week spot by Toni Co., thus putting the new Hollywood originating audience participation show on a weekly basis.

[illegible]

[illegible] - 9:30-10pm; DRAMA; My Favorite Husband; from KNXT(TV) and [illegible]; [illegible]
Sponsor - Chrysler Co. (Jefferson & International Motors Co.; both [illegible]
Young & Rubicam. Prgm - CBS-TV; Dir - Norman Felton; Director [illegible]
The Guitar; Writers - Ed Jaffe & Bob Schneider; Prod - Robert C. Lee; Music [illegible]
The Gladkin. Jean Caulfield and Harry Jackson co-star in new Hollywood comedy [illegible]
series, presented on CBS Radio from 1949 to 1951 with Gale Gordon [illegible]
playing as his and Hanny Cooper. Observers crowded by Tuesday night [illegible]

[illegible] - 9:30-10pm; DRAMA; Journey; from KNXT(TV); 27 American lives (dramatized) [illegible]
- Philip Morris Co. (Benson & Hedges Cigarettes). Ice tower [illegible]
years, then alternates with Lady Esther, Ltd. (Cosmetics) - [illegible]
The Wiley Co. Jane Fred - Fred Gwynne - Gordon Hoff; Writer - [illegible]
Ken Anthony and David Chow; Musical Dir - Donald Voorhees. Commercial [illegible]
Thomas W. Phipps and Robert Alan Aurthur. Jane Fonda stars in [illegible]
comedy about a concert singer, who is the victim of plot [illegible]
and his attempt to bring them up. Other cast regulars are [illegible]
Gardenia, Mike Nellis, Conrad Janis, Lenka Peterson, Chet [illegible]
Dave Morton, Von Dyke Parks, and two other children to be [illegible]

[illegible] - 9:10-30pm; DRAMA; Your Show of Shows; from NBC(TV); 27 [illegible]
Sponsors - Pontiac Motor Div. (Pontiac); Dow's Foo Wonder [illegible]
Lorna, Baltimore; Cutlite Div. (Berlinghoff Laboratories & Fitzgerald [illegible]
& Johnson Handbill (Young & Rubicam); S.O.S. (Johnson-Lakeman) and [illegible]
Sensible Luggage (Ben Alexander-Lu). Prgm-Prod-Dir - Max Liebman; Writers [illegible]
and Tolkin, Mel Brooks, Tony Webster, Bernard Slade, Sam Denoff, [illegible]
Marilla Guizon (returning in January). Sponsors [illegible]
Clay Monroe; Nabisco Div. - Chevrolet Dealers; Sets - Modern Lady [illegible]
Prod-Director; Kent Prod-Carling Div. - Max Liebman. The Tuesday [illegible]
Tuesday night stars will be used, with musical format of the [illegible]
from week to week. Will be seen three weeks out of four; with [illegible]
(temporary title) to be seen on fourth week. Mutchnick [illegible]
as returning Moderator 3. See additional writers listed above.

[illegible] - 10:30-11pm; DRAMA; Four Star Playhouse; from NBC(TV); [illegible]
Kine. Sponsor - American Tobacco Co. (Lucky Strike cigarettes). [illegible]
Batten, Barton, Durstine & Osborn, returning with Dorothy [illegible]
over NBC, also then KTTV. Trod-Lear - Don Lemoncry. Writer, TV - [illegible]
Jones, UPC; Dubbing - Tony Cheseboro; Music Dir - Harmon Smith; [illegible]
Jane Lowell; Asst Prod-Writer - William Rudolph; Dra - Fred [illegible]
Aaron Furman. Dorothy Collins, Jerry Lawson, Donald [illegible]
is will be the category backed by Diamond Scottie's [illegible]
Thomas Rogers and Ramone. Private Secretary Talent [illegible]
Tobacco Co., and moves back to CBS-TV on September [illegible]
[illegible] series with the Jack Benny Show, 7:30-8pm.

[illegible] ACTIVITY

Chart Room Co. (Jack L. Walter Thompson) will [illegible] a second weekly [illegible]
Dramatic production on Walt Disney Television Theater starting October 17. [illegible]
[illegible] on NBC-TV (Wed 9:30-10) the new program will be [illegible] on NBC-TV from 9 [illegible]

CONTINUING: [illegible] (Wed) Alan Ladd's, Counter, Contact & [illegible] Kitchen (Sunday mid 7pm 10:30-11pm) in lieu of Flame the Dare, which is [illegible] Summer in the alternate with [illegible] by Ford Co., [illegible] the [illegible] delighting audience participation show on a weekly basis.

TAPPAN RANGES thru Ketchum, MacLeod & Grove picks up sponsorship of the Bob Crosby Show (CBS-TV Mon thru Fri 3:30-4pm), purchasing the Thursday 3:30-3:45pm segment starting with the show's debut week, September 14-18.

SEALY MATTRESS has switched from Olian Advertising to Weiss & Geller, effective immediately.

LOCAL STATION ACTIVITY

WABC-TV(Ch 7) New York - Arthur Van Horne; DEBUT Sept 7; Mon thru Fri 11-11:10pm. Sustaining. Complete with film highlights of local and world-wide news, Van Horne will report on the latest developments in the news. The programs will be scheduled for one week, prefacing the commentator's sponsored program (Broil-Quik) starting the following Monday in the same time slot.

WABD(Ch 5) NY - Political Program; HIGHLIGHT Sept 8; Tue 10:30-11pm. Special program will feature Robert F. Wagner, Jr., and John Sullivan, both Democratic candidates for their party's Mayoralty nomination; Rudolph Halley, Liberal Party Candidate; and Julius Helfand, running on the Impellitteri ticket for President of the City Council, who will represent Mayor Vincent Impellitteri, the fourth Democratic candidate.

WCBS-TV(Ch 2) NY - Saturday Feature Report; DEBUT Sept 5; Sat 6:15-6:30pm.Spons-Segments. Pkgr-Prod - WCBS-TV; Dir - Charles Hinds. Robin Chandler, John Henry Faulk and Carol Reed will be featured on new weekly series, made up of three consecutive five-minute segments. Miss Chandler with personality interviews, People Are News, sponsored by Kirsch Beverages; Faulk giving humorous items on the news, Light and Bright News, sustaining; and Rain Or Shine, featuring Carol Reed, sponsored by DeJur-Amsco Cameras.

The Jewish High Holy Days; HIGHLIGHT Sept 6; Sun 3:15-3:30pm. Sustaining. Prod-Dir - Vern Diamond. Rabbi Jay Kaufman, assistant to the president of the Union of American Hebrew Congregations; Rev. Carl C. Herron, executive secretary of the Manhattan District of The Protestant Council of the City of New York, and Maurice Jampol, cantor of the Community Synagogue, Port Washington, in a special program describing the forthcoming Jewish New Year and Day of Atonement.

WNBQ(Ch 5) Chicago - Hobby Time; RETURN Sept 12; Sat 5:15-5:30pm. Sustaining. Bill Healion conducts popular hobbycraft show which gives contruction tips and novel ideas for the amateur hobbyist.

Jet Pilot; RETURN Sept 12; Sat 5:30-6pm. Sustaining. Dir - Paul Robinson. Bob Horder and George Cisar instruct teen-age flight student Jerry Garvey in all phases of ground school and actual flying.

KECA-TV(Ch 7) Hollywood - Space Patrol; RETURN Sept 7; Mon thru Fri 6-6:15pm. Sustaining; Exec Prod - Mike Devery; Prod-Dir - Dik Darley; Writer - Norman Jolley; Asst Prod - Bela Kovacs. Science fiction adventures, with Ed Kemmer, Lyn Osborn, Virginia Hewitt and Nina Bara, is also seen Saturdays 11-11:30am, as a network show.

KHJ-TV(Ch 9) Hwood - NTG's Stars and Models; DEBUT Sept 2; Wed 7:15-8pm. Sponsor - Selbo Industries thru Irvin Rose Agcy. Nils Thor Granlund will present many top beauties on the new program.

[illegible]

[illegible] - [illegible] Day [illegible] Day [illegible] [illegible] [illegible]

FILM REPORT

ABC PUTS FIRST BOLGER FILM IN PRODUCTION, with title set as Where's Raymond?. With the format of a book musical, Allyn Joslyn, Richard Erdman, Betty Lynn, Claire Dubrey and Frances Karath will appear in support of the comedian. Jerry Bresler produces for B and R Enterprises, Inc., with Marc Daniels directing. The first program was written by William Bowers and Jean Holloway. Alternately sponsored by American Tobacco Co. and Sherwin-Williams Paints, the program will premiere October 8, Thursdays, 8:30-9pm.

JAMES DALY NEW FOREIGN INTRIGUE STAR, with first film in new series to be seen in October. Selected for the female lead is Anne Preville, a native Californian, whose professional career has been centered mostly in France and England. Sheldon Reynolds is producer and director of the series.

GEORGE F. FOLEY, INC. OPEN HOLLYWOOD OFFICES under the supervision of Kingsley Horton. Recent additions to the Foley staff are Ed Flemming, formerly art director of Fawcett Publications, as Art Director and Irving Jewell, formerly director of visual education for Boy Scouts of America, appointed account executive.

RATING DIGEST

NATIONAL NIELSEN RATINGS FOR 2 WEEKS ENDING AUGUST 8 -

	Homes(000)		Homes (%)
Racket Squad	9,949	Racket Squad	43.5
Godfrey&Friends(Liggett&M)	9,643	Godfrey&Friends(L&M)	43.1
Godfrey&Friends(Toni-Gillette)	8,404	Talent Scouts	40.2
Dragnet	8,265	Godfrey&Friends(Pillsbury)	38.9
Pabst Blue Ribbon Bouts	8,239	Godfrey&Friends(Toni-Gillette)	36.9
Godfrey&Friends(Pillsbury)	8,086	Dragnet	36.9
Talent Scouts	7,799	Westinghouse Summer Theater	36.2
Westinghouse Summer Theater	7,591	Pabst Blue Ribbon Bouts	35.9
Robt.Montgomery(Amer.Tobacco)	7,418	Strike It Rich	33.0
R.Montgomery(S.C.Johnson)	7,376	TV Playhouse(Goodyear)	32.0

AMERICAN RESEARCH BUREAU - AUGUST 1-7

	Viewers(000)		Rating
Godfrey & Friends	34,280	Godfrey & Friends	48.9
Racket Squad	31,590	Dragnet	48.6
Toast of the Town	29,340	Racket Squad	48.2
Dragnet	27,960	What's My Line?	41.0
Best of Groucho	26,290	Best of Groucho	40.1
Talent Scouts	24,920	Toast of the Town	38.6
Television Playhouse	24,620	Mr. and Mrs. North	37.5
What's My Line?	23,120	Television Playhouse	35.7
Robt. Montgomery Presentsq	19,810	Burns and Allen	31.5
Burns and Allen	19,250		

MULTI MARKET TELEPULSE - JULY 6-12

Dragnet	33.5	Toast of the Town	25.3
Racket Squad	32.1	Pabst Blue Ribbon Bouts	25.0
Best of Groucho	30.4	Ford Theater	24.6
Godfrey & Friends	29.3	Burns and Allen	24.4
Talent Scouts	29.1	Westinghouse Summer Theater	24.2
Television Playhouse	27.1	Strike It Rich	23.4
What's My Line?	27.0	This Is Your Life	23.2
My Little Margie	25.5		

[illegible]

[illegible] STEVE [illegible] STEVE [illegible] is [illegible] [illegible] [illegible]

ABC-TV OFFERS SEVEN CO-OP PROGRAMS to the net's affiliated stations this Fall. Two are currently sponsored and one will be in the future, but they are not full net and thus will be available for local sponsorship in other areas. Programs offered are: Wrestling From Rainbo (Wed, 10-12midnight); Music From Meadowbrook (Sat, 7-8pm); Baseball Game of the Week (Sat, 2pm-conclusion - last game Sept. 26); Saturday Night Fights (Sat, 9-9:45pm); Chicago Bears and Chicago Cardinals Football Games (starting Sept. 20, Sun 2-4:45pm); Frank Leahy Show (starting Sept 27, Sun 7:30-7:45pm EST); Notre Dame Football (starting Sept 27, Sun, 7:45-9pm EST).

NEWS BRIEFS: There were 24,895,000 U.S. homes with TV sets August 1, according to NBC Research, with 376,000 installed during July.....KHJ-TV, Hollywood, has added an "Impositor" to its equipment for handling live commercials for Ford during its Pacific Coast League baseball telecasts. The device uses slides to provide live optical tricks for backgrounds, new for an independent station.....KDYL and KDYL-TV, Salt Lake City,have completely divided local radio and television sales staffs, following the NBC net pattern. The separate staffs will each have three salesmen, competing with each other, but both staffs continue under sales director Douglas Clawson.

CLOSED CIRCUIT NOTES: Recent reviews of filmed and live programs by both daily and trade reviewers reveal that someone has been slipping in the information department, either the stations or the reviewers. Several times reviewers have treated acts as "new" although they had been on the shows last season. In other cases, film shows,that have been around the country for one or more seasons, have been treated by reviewers as new productions because they are making a "first" appearance in an area. Reports on the new Paul Winchell Show (NBC, Sun, 7-7:30pm),tipped that reviewers didn't know that Winchell had used middle program dramatic sketches with himself as star last year, that they had been on film several times last season, that Sinclair & Spaulding achieved the status of regular dancers with the quiz-type show that starred Winchell last year. Actually, the only appreciable difference in the new format is the absence of the 'What's My Name' quiz segment.

NEW NETWORK AFFILIATIONS: To ABC-TV: WTAP-TV(Ch 15), Parkersburg, W. Va.,owned by West Virginia Enterprises, Inc., Theodore A. Eiland, Gen. Mgr; WFIE(Ch 62), Evansville, Ind., owned by Premier Television, Inc., Jesse D. Fine, Gen.Mgr; KOPR-TV (Ch 4), Butte, Mont., owned by Copper Broadcasting Co., Edward Cooney, Gen. Mgr; WREX-TV(Ch 13), Rockford, Ill.,owned by Greater Rockford Television, Inc., Soren H. Munkhof, Gen.Mgr; KFBC-TV(Ch 5), Cheyenne, Wyo., owned by Frontier Broadcasting Co, William C. Grove, Gen. Mgr. To CBS-TV: KMBY-TV & KSBW-TV(Ch 8), Salinas-Monterey, Calif.,owned by Monterey Radio-Television Co and Salinas Broadcasting Corp respectively, John C. Cohan, coordinator for both stations; KERO-TV(Ch 10), Bakersfield, Calif., owned by Kern County Broadcasters, Gene De Young, Gen.Mgr; KHQA(Ch 10), Quincy, Ill., owned by Lee Broadcasting, Walter Rothschild, Gen.Mgr; KOMU-TV(Ch 8), Columbia, Mo., owned by U. of Mo.,George Kapel, Gen.Mgr; WDAK-TV(Ch 28), Columbus, Ga.,owned by Television Columbus, Allen Woodall, Gen.Mgr; WWNY-TV(Ch 48), Watertown, NY.,owned by The Brockway Co., Louis Saiff, Gen.Mgr; WKAQ-TV(Ch 2), San Juan, Puerto Rico, owned by El Mundo, contact is R. Delgado-Marquez; KOOK-TV(Ch 2), Billings, Mont., owned by The Montana Network, V. V. Clark, Gen. Mgr.

PERSONNEL CHANGES: George Wolf has resigned as director of radio & TV production at Foote, Cone & Belding to join Geyer Advertising as director of radio & TV, replacing Norman Blackburn, who resigned.....David E. Durston, formerly a TV producer-director with ABC, Chicago, and head of his own packaging firm, has joined Lynn Baker Advertising as director of radio and TV.....James C. McDonough has been named director of TV and radio for MacFarland, Aveyard & Co., Chicago. Former associations were with W. Earl Bothwell and Russel M. Seeds.....Don Moore has been named head of the Television Story, Script, and Rights Clearance Department for the CBS Television Network, following mass resignation of Arthur Heinemann, Janet Wood and Bernice Galland last week.

[illegible]

[illegible] CO-OP PROGRAM: [illegible] affiliated [illegible] Well [illegible] are not [illegible] in the future, [illegible] [illegible] [illegible]

PROGRAM	NET TIME(EDT)	TALENT ROSTER

Most of the shows on September 4,5, 6 were listed in last week's report. Changes & additions are included here for the record. Multiple and across the board shows are grouped together after the listing for Friday, September 11. Script identifications used are: original (O), adaptation (A), staff-written (SW), staff-directed (SD). Performers are identified as singer (S), dancer (D), comic (C), musician (M). Live shows are listed in caps in the left column; filmed shows are in upper & lower case letters, underlined.

FRIDAY SEPTEMBER 4

THE GOLDBERGS	NBC 8pm	regulars & Bruce Gordon, Viola Harris; (SW & SD)
MAMA (Peggy Wood)	CBS 8pm	Katrin's Job Hunting - (O) by Gail Ingram; with regulars & Joyce Van Patten, Art Jarrett, Virginia Brian; (SD, PREMIERE OF NEW SERIES)
GULF PLAYHOUSE FIRST PERSON	NBC 8:30	A Prophet in his Land - (O) by Doug Johnson; with Tony Randall, Sylvia Field, Constance Ford, Buster Crabbe, Magda Gabor, Alan MacAteer; (SD)
GUIDE RIGHT (Don Russell)	DuM 8:30	Eileen Barton (S), Donald Richards (S), Pee Wee Hunt (M), Wally Brown (C)

SATURDAY SEPTEMBER 5

ROD BROWN	CBS 11:30	regulars & Calvin Thomas; (O) by Nelson Bond;(SD)
Johnny Jupiter (Wright King)	WABC 5:30	Boxing Story - (SW) by Jerry Coopersmith & Sam Rockingham; with regulars & Charles Egelston;(SD)
Hopalong Cassidy (William Boyd & Edgar Buchanan)	WNBT 6:30	Guns Across the Border - (SW) by Harrison Jacobs; with regulars & Myra Marsh, Keith Richards, Henry Rowland; Dir by Thomas Carr
Wild Bill Hickok (Guy Madison &) Andy Devine)	WABD 7pm	The Blacksmith Story - with regulars & Sam Flint, Robert Livingston, Carole Mathews, Richard Alexander, W. McCormack; (SD)
STORK CLUB (Sherman Billingsley)	CBS 7pm	Dean Murphy (mimic), Norwood Smith (S), The Toppers (S), Ted Straeter (M&S), Dennis King
ETHEL & ALBERT (Peg Lynch & Alan Bunce)	NBC 7:30	regulars & Joseph Sweeney, Len Doyle, Gage Clarke, Ralph Chambers, Dody Heath, Kathryn Grill, Gordon B. Clarke; (SW & SD)
LARRY STORCH	CBS 8pm	The DeMarco Sisters (S), Milton Frome, Nina Varela, Jean Carson, Ethel Owen, Ralph Stantley, Jack Livesey, Bobby Martin, Janet Paul; (SW & SD)
SAT. NIGHT REVUE (Hoagy Carmichael)	NBC 9pm	Paul Gilbert, Helen Halpin, Eddie Foy, Jr., Sara Berner (all C); Gayla Peevey, Ricky Vera (both S), Jerry Fielding & Orch.(FROM H'WOOD, LAST SHOW)
MEDALLION THEATRE	CBS 10pm	The Scent of the Roses - (O) by Mary E. Wilkins Freeman, (A) by David Shaw; with Martha Scott, Isabelle Jones, Robert McQueeney, Patricia Smith; (SD)

SUNDAY SEPTEMBER 6

LAMP UNTO MY FEET (Dr. Lyman Bryson)	CBS 5pm	It's Up to Us - (O) by Palmer Thompson; with Frank Harms, Abby Lewis, John Seymour, Larry Robinson;(SD)
TV RECITAL HALL	NBC 5pm	Joseph Schuster(cellist) (FROM PHILA.)

SUNDAY SEPTEMBER 6 (Cont'd)

YOU ARE THERE (Walter Cronkite)	CBS 6:30	The Capture of John Wilkes Boothe - (O) by Leslie Slote; with David Stewart, Harry Townes, John Connell, Louise Larabee, Fred Scollay, Mark Rydell, Stefan Gierasch, Richard Waring, Frank Aletter, Darren McGavin, Ethel Purnella(SD)
PAUL WINCHELL	NBC 7pm	Viveca Lindfors, Maria Riva, Jack Klugman, regulars
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Anna Marie Alberghetti (S), Bobby Winters (juggler), Peg Leg Bates (D), Criss Cross (ventriloquist), Sharkey the Seal, Vaughn Monroe (S); Scene from The Troubador (O) by Eugene Walter, (A) by Ed Sullivan; with Brandon de Wilde, Karin Flanagan, Pud Flanagan, Parker Fennelly, Ruth McDevitt, Patty McCormack
ROCKY KING, DETECTIVE (Roscoe Karns & Earl Hammond)	DuM 9pm	Cold Fire - (O) by Wallace Jorgensen; with regulars & Jay Barney, Peg Hillias, Maurice Shrog, Bill Beach, Ted Jacques; (SD)
PHILCO TV PLAYHOUSE	NBC 9pm	Othello - (O) by William Shakespeare, (A) by Steven de Baum; with Torin Thatcher, Olive Deering, Walter Matthau, Gene Lyons, Jack Manning, Basil Langton, Marian Seldes, Honey Waldman; (SD) by Del Mann; Sets by Otis Riggs, Mel Bourne Costumes by John Boxer
ARTHUR MURRAY PARTY (Kathryn Murray)	CBS 9:30	Nanette Fabray (S), Will Jordan (C), Mayo Bros.(D); add: Bill Hayes (S)
PLAINCLOTHES MAN (Ken Lynch)	DuM 9:30	The Cat - (O) by Hardy & Lier; with Ann Meecham, Bill Zuckert, Edward Moore, Tom Gorman, Joann Dolan, Lady Cleola (cat); (SD)
NOTHING BUT THE BEST	NBC 10pm	Sheree North (D), Woody Herman (M), Martyn Green(S)
WHAT'S THE STORY?	DuM 10pm	Bosley Crowther (critic) returns as guest panelist

MONDAY SEPTEMBER 7

OPERA VS. JAZZ	ABC 7:30	Ann Ayars, Jerry Vale (both S), Rosa Rio (M)
VOICE OF FIRESTONE	NBC 8:30	Robert Rounseville (tenor)
ROBERT MONTGOMERY	NBC 9:30	Private Purkey's Private Peace - (O) by H. I. Phillips, (A) by Irving Gaynor Neiman; with Jackie Cooper, Anne Jackson, Cliff Norton, Arnold Stang, Frederic Tozere, Morton L. Stevens, Guy Ritt, Joe Direda, Helen Gerald, Fred Gwynne, Robert McKee, Phil Abbott, Joseph Bell, Ralph Blocke, Donald Keyes, George Thirnell, Jark Allen, Humphrey Davis, John Thomas; (SD) by Norman Felton (PREMIERE OF FALL SERIES)
WESTINGHOUSE STUDIO ONE SUMMER THEATRE	CBS 10pm	Look Homeward, Hayseed - (O) by John Ed Pearce, (A) by Worthington Miner; with Russell Nype, Charles Dingle, Margaret Hamilton, Betsy Palmer, James Westerfield, Jeanne Moody, Georgia Harvey, Joe Silver, Harry Bellaver, Bill Erwin, Doris Rich, Frank Tweddell, Dick Brick;Dir by Marcella Cisney (Repeat of show originally done on 9/4/50)
Adolphe Menjou's Favorite Story	WNBT 10:30	The Phantom Rickshaw - repeat of film originally seen on 2/8/53(See Vol. 5, No. 5, Page 12)

TUESDAY SEPTEMBER 8

Gene Autry	CBS 8pm	Dry Gulch at Devil's Elbow - (O) by Bill Telaak; with regulars & Clay Moore, John Doucette, Ewing Brown, Ross Ford, Sandy Sanders, Joe McGuinn; (SD)

YOU ARE THERE (Matter Crucible)	CBS 6:30p	The Lawyer Of Lion Country Jails - (D) by Gerald Green; (CAST) Steve Gilmer, Henry Jones, John Cornell, Louise Latham, Jim Bradley, Jim Bradley, Jerry Ayres, Dorothy Stickney, Richard Garrick, Jason Alexander, Barry Morphew, Ethel Everhart
ALL VARIETIES		
MUSIC, VARIETIES	NBC 7pm	Vivian Blaine, Harris Wise, Jack Lemmon, Hugh Lee
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Amos Burke, Secret Agent (3), Molly Picon (Jewish) Roy Lee Johnson (6), Gypsy Rose Lee (variety), Charlotte Rae, Paul Sand, Jerry Mercer (8); Songs from The Production (D) by Rodgers Nelson, (4) by Bd Sullivan; John Fenton Murray, Kevin Tighman, Pat Finnegan, Darlene Kennedy; Dance Movements Jerry Mercer
HOCKEY RINK, DETROIT RED WINGS (George Plimpton & Henry Gwiazda)	CBS 7pm	Chris Alter - (D) by William Bergsman; with Ringleader & Jay Norris, Jay Williams, Maurice Shock, John Beach, Jay Hodgson (20)
WINDOW TO LEARNING	NBC 8pm	Oliver Lit - (D) by William Kirkpatrick; (A) by Gordon Ed Zoll; with Tom Le Vinchster, Clive Terrell, Helen Martin, Gene Lerner, Mark Herring, Small Dungeon, Morris Bilton, Henry Wildman; (SD) by Bob Harris; with by Chris Ridge, Mel Farmer (costumes by John Bell)
AMERICA SINGING PARTY (Richard Hanson)	CBS 9:30	Rosemary Pinkney (9), Will Jordan (C), Mary Ann (C), Mike; Bill Boyce (5)
HALLTHORPES MEN (Ken Lewis)	NBC 9:30	The Cue - (D) by Bernie & Lewis; with Ann Meadows, Bill Alderson, Edward Evans, Jim Gleason, John Indian Lady Chrysler (Jewel), (SD)
NOTHING BUT THE BEST	ABC 10pm	Dorothy Kilgallen (2), Jerry Lawson (C), George Gobel (6)
MEET THE PRESS	NBC 10pm	Henry Cabot Lodge (Gov.) presents as guest (Washington)
		MONDAY SEPTEMBER 1
TRIVIA VS. DATE	ABC 7:30	Ann Agnew, Jerry Vale (Book C), Jack Lee (M)
VOICE OF FIRESTONE	NBC 8:30	Robert M. Kennedy (Guest)
SUNDAY MORNINGS	NBC 9:30	Dwayne Hickman Prize as Jimmy - (D) by R. H. Wright; (A) by Arthur Cole; with Jerry Lewis, Jerry Lewis, Ann Jackson, Tiny Brown, Aaron Ruben, Jerry Lewis, Jerry Lewis, Jerry Lewis, Morton L. Stevens, Guy Nick, Joe Gerard, Bill Dwyer, Tuppence, Robert Nodes, Nell Abbott, Jerry Bell, Tom Allen, Donald Rogers, George Chiswell, Jack Allen, Humphrey Davis, John Thomas; (SD) by Norman Felton (PRODUCER of Full Service)
PRESIDENTIAL STUDIO (Ed Murrow Interview)	CBS 10pm	Lucy Kennedy, Hayward - (D) by John M Bowers, (A) by Mike Gordon Mitchell; with Jerry Lewis, Dave Thomas, Margaret Hamilton, Bobby Jones, Jerry Lewis, Jerry Lewis, Jerry Lewis, Bob Hope, Frank Sinatra, Dick Martin by Gordon Stanley (Report of Army Ballistic Missiles on 9/4) 30
Adventure Theatre (Victor Sherry)	NBC 10:30	The Phoenix Exhibition - Problem of Pilot or Intrepid Scout on (Victor Sherry, Mr. Mr. Mr., Mr. 30)
		TUESDAY SEPTEMBER 2
CBS NEWS	CBS 8pm	Mary Johnson Tuesday Adams - (D) by Walter Stokes; with Mary Johnson, Jim Bradley, Jim Bradley, Jim Bradley

TUESDAY SEPTEMBER 8(Cont'd)

MY SON JEEP	NBC 8pm	regulars & Hal Conklin; (SW & SD)
WONDERFUL JOHN ACTON	NBC 8:30	regulars & David Warren; (SW) by Martha Wilkerson
Fireside Theatre (Gene Raymond)	NBC 9pm	Bless the Man - (O) by Houston Branch, (A) by Eugene Vale & Houston Branch; with Bill Bishop, Joyce Holden, Jonathan Hale, James Parnell, John Bryant, Earle Hodgins, Dayton Lummis; (SD)
THIS IS SHOW BUSINESS (Clifton Fadiman)	CBS 9pm	Gloria Swanson, guest panelist; Toni Arden (S), Jackie Leonard (C), Lou Wills, Jr. (D)
ARMSTRONG CIRCLE THEATRE	NBC 9:30	Two Prisoners - (O) by Frank O'Neill; with William Prince, Louisa Horton, Dick Ewell, Eva Condon:(SD)
SUSPENSE	CBS 9:30	Reign of Terror - (O) by Michael Dyne; with Miroslava, Rosa Stradner, Peter Capell, Leonard Barry, Marcel Hillaire, Svea Grunfeld, Guy Thomajohn, Lisa Osten, Anne Marie Roussell, Sean Callery; (SD)
DANGER	CBS 10pm	The Boys on the Corner - (O) by Mary Dowell; with Robert Preston, Madeleine Sherwood, John Connell, Joseph Downing, Alfred Hopson, Jerry Eskow, Ralph Dunn; (SD)
JUDGE FOR YOURSELF (Fred Allen)	NBC 10pm	Kathy Barr (S), Rudolfo & Juanita (D), Miklos Gafni (S); Panel: Janet Kern(columnist), Woody Herman (M)

WEDNESDAY SEPTEMBER 9

A DATE WITH JUDY (Mary Linn Beller)	ABC 7:30	regulars & Perry Fiske, Peggy Nelson, Phil Kramer, Betty Breckenridge; (SW & SD)
My Little Margie	NBC 8:30	Campus Homecoming - with regulars & Cliff Ferre
KRAFT TV THEATRE	NBC 9pm	Double in Ivory - (O) by Michelle Cousin; with Beverly Whitney, Robert Pastene, Lee Remick, Mary Fickett, Joe Maross, Ethel Remey, Victor Varconi; (SD) by Stanley Quinn
Douglas Fairbanks	WNBT 10:30	The Door - (O) by Larry Marcus, (A) by Guy Morgan; with Ingeborg Wells, Peter Reynolds, Gerard Heinz, Frederick Burger, Irene Handl, Henry Longhurst; Dir by Charles Saunders

THURSDAY SEPTEMBER 10

T MEN IN ACTION (Walter Greaza)	NBC 8:30	The Case of the Greasy Palm - (O) by Robert Sloane; with Vaughn Taylor, Olive Blakeney, Joseph Downing, Coe Norton, Lewis Charles, Billy M. Greene; (SD)
DOORWAY TO DANGER (Stacy Harris & Raymond Bramley)	ABC 8:30	(SW) by Martha Wilkerson; with Eugene Ruyman, Barbara Joyce, Don McHenry, Maurice Gosfield
Four Star Playhouse	CBS 8:30	Trail's End - repeat of film originally shown on 1/29/53 (See Vol. 5 No. 4, Page 10)
LUX VIDEO THEATRE	CBS 9pm	The Second Meeting - (O) by Walter C. Brown, (A) by Anne Howard Bailey; with Frank Lovejoy, Arlene Whelan, others; (SD) by Buzz Kulik (FROM HOLLYWOOD)
Big Town	CBS 9:30	regulars&Stephen Brodie, Randy Stuart,Steven Geray

THURSDAY SEPTEMBER 10(Cont'd)

Ford Theatre	NBC 9:30	First Born - repeat of film originally shown on 2/5/53 (See Vol. 5 No. 5, Page 10)
MARTIN KANE (Mark Stevens)	NBC 10pm	Margaret Phillips, Richard Carlisle, Floyd Buckley, Lucien Prival, Jim Kelly, Jock MacGregor, Jean Carson, Nancy Walters, William Neal
PENTAGON, U.S.A. (Robert Pastene)	CBS 10pm	The Case of the Frankfort Bombings - (O) by Julian Claman; with Rod Steiger, Gene Lyons, Stephen Elliott, E. A. Krumschmidt, Voytek Dolensky, Mary Lou Taylor;(SD)
Foreign Intrigue (Jerome Thor)	WNBT 10:30	F. I. in the Code Room - repeat of film originally shown on 3/12/53 (See Vol. 5, No. 10, Page 10)

FRIDAY SEPTEMBER 11

The Summer Theatre	ABC 8pm	The Other Jessie Grant - (O) by George Batson & Richard McCracken; with Elisabeth Risdon, Gladys George, Cecil Elliot, Myra Marsh, Ted Osborn, Kenneth Patterson, Katherine Warren (LAST FILM IN SERIES)
GULF PLAYHOUSE: FIRST PERSON	NBC 8:30	A Gift from Cotton Mather - (O) by Paddy Chayefsky; with Kim Hunter, Mildred Dunnock, Joseph Anthony; (SD)
Man Against Crime (Ralph Bellamy)	CBS 8:30	The Iceman - repeat of film originally shown on 3/4/53 (See Vol. 5 No. 9, Page 9)
Schlitz Playhouse	CBS 9pm	Lost and Found - (O) by Wallace Bosco, (A) by Howare J. Green; with Edward Arnold, Percy Helton, Katherine Warren, Phil Tead, Jean Bates, James Flavin;(SD) by Bill Karn
The Big Story (Bob Sloane)	NBC 9pm	Rex Newman, Joplin, Mo. Globe - (O) by Alvin Boretz; with Carl Frank, James Dean, Wendy Drew, John Kerr, Donald McKee, Gilbert Mack, Paul Lilly, Alan Devitt, Joe Foley, Kenneth Walken, Susan Harris, Bobby Nick(FLM, THIS SHOW ONLY)
CAMPBELL TV SOUNDSTAGE	NBC 9:30	The Promise - (O) by Jean Carroll, (A) by Jesse Sandler; with Jack Warden, Janet Ward, Richard Trask, Nina Varela, Jack Arthur, Elaine Ellis, Jack Anderson, Dennis Bohan; (SD)
Mr. & Mrs. North	CBS 10pm	Stranger than Fiction - repeat of film originally shown on 2/20/53; (O) by Barry Trivers; with regulars & Charles McGraw, Jimmy Lydon, Peggy Knudsen, Ric Roman, Charles Cane; (SD)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY SEPTEMBER 4 THROUGH FRIDAY SEPTEMBER 11

STRIKE IT RICH	CBS 11:30	M - Sheila Bond (&D); F - Dorothy Dix(columnist)
THE GUIDING LIGHT	CBS 12:45	Tu - Peggy Allenby; W - add regular: Muriel Kirkland
ART LINKLETTER	CBS 2:30	F-(9/11) - Ann Jeffreys & Robert Sterling
EDDY ARNOLD	NBC 7:30	Tu - Homer & Jethro, "Tennessee Boys"(S); Thu - Del Wood (M) (FROM CHICAGO)
MONO-DRAMA THEATRE	WABD 11:15	M thru F - Joseph in Egypt - (O) Bible; (A) by Jay Bennett; with Stewart Bradley; (SD)

[illegible]

SATURDAY SEPTEMBER 12

LARRY STORCH	CBS 8pm	Cab Calloway (&M) & others (See next issue)
BONINO (Ezio Pinza)	NBC 8pm	regulars: Mary Wickes, Mike Kellin, David Opatoshu, Lenka Peterson, Oliver Andes & others; (SW) by Robert Alan Aurthur; Prod & (SD) by Gordon Duff (PREMIERE)
YOUR SHOW OF SHOWS (Caesar & Coca)	NBC 9pm	Guests: Lily Pons (S), Tamara Toumanova (D), Nat "King" Cole (S), The Charliveles (S), Bob Monet(S), Joan Walker (S) & regulars(PREMIERE OF NEW SERIES)
MY FAVORITE HUSBAND (Joan Caulfield & Barry Nelson)	CBS 9:30	Bob Sweeney, Alix Tilton (SW & SD, FROM HOLLYWOOD) (PREMIERE OF NEW SERIES)

SUNDAY SEPTEMBER 13

YOU ARE THERE (Walter Cronkite)	CBS 6:30	Louisiana Purchase - (O) by Kate Nickerson; with Frank Marth, Bart Burns, Andrew Duggan, Jacques Aubuchon, Robert Emhardt, Dan Morgan, Don Hanmer; (SD)
Roy Rogers (Roy Rogers & Dale Evans)	NBC 6:30	Outlaw's Girl - (O) by Dwight Babcock; with Reed Howes, John Crawford, Tom Tyler, Rocke Stanton, Brett King, William Tannen, Art Dillard & regulars; (SD) by Robert G. Walker
JACK BENNY	CBS 7:30	Marilyn Monroe (PREMIERE OF NEW SERIES, FROM H'D)
TOAST OF THE TOWN	CBS 8pm	Icecapades Show Company (from Madison Square Garden); Harvest Moon Ball Winners; Carmen Miranda(S), Joe Jackson, Jr. (C-bicycle)
Gen. Electric Theatre	CBS 9pm	Winners Never Lose - repeat of film originally shown on 3/15/53 (See Vol. 5 No. 11, Page 8)
GOODYEAR TV PLAYHOUSE	NBC 9pm	The Baby - (O) by Robert Alan Aurthur; with Eli Wallach, Fred Tozere, Martin Balsam, Peg Hillias, Will Kuluva, Anne Jackson, Robert P. Lieb, Doug Cummings; Dir by William Corrigan
ORCHID AWARD	ABC 9:15	Les Paul & Mary Ford (S&M); John Beal as MC
PLAINCLOTHES MAN (Ken Lynch & Jack Orrison)	DuM 9:30	The Buffalo Killer - with Floyd Buckley, Ruth Manning, Ed Peck, Mary Ann Cohan, Truman Smith;(SW&SD)
ARTHUR MURRAY PARTY (Kathryn Murray)	DBS 9:30	Arnold Stang (C), Sheila Bond (S&D), Ving Merlin & His Enchanted Violins (M), Peter Gladke (D)
THE WEB	CBS 10pm	You've Got To Stop Some Time - (O) by Art Wallace; with Jennie Goldstein, Terry Becker, Arnold Walken, Rudolf Weiss, Jack Klugman, Victory Thorley, Don Hylan, Michael Mann, Madeleine Belgarde; (SD) by Lela Swift

N. Y. TALENT AVAILABILITIES

JANET BLAIR - AGT: David Susskind-PL 3-1030

MICOL FONTANA - Italian couturier, with 3 Ital. actresses: LUCIA BOSE, COSETTA GRECO, LILIANA BONFATTI - CONTACT: Johanna Grant, LO 4-4843 (3 Girls from Rome)

AUDREY HEPBURN, HUMPHREY BOGART, WM.HOLDEN in NY end Sept. for filming Sabrina Fair - PUB: Burt Champion, BR 9-8700

NICOLE MAUREY(Little Boy Lost): Champion

JAMES MICHENER(Ret. to Paradise)CI5-6000

[illegible]

[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]